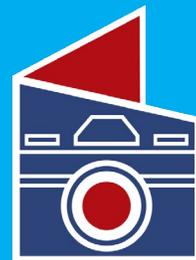


Madison PhotoPlus the Photo Summit ePHOTO Newsletter



“The more pictures you see, the better you are as a photographer.”

-Robert Mapplethorpe



“The Times, They are a Changin’...”

-Robert Zimmerman

As predicted here in 2009, the interchangeable lens camera world has gone mirrorless. Since our last issue, both Canon and Nikon have introduced full frame mirrorless cameras as they transition away from SLR design begins in earnest. Faced with thinner, more nimble camera bodies, both makers also introduced a new series of smaller and in most cases lighter lenses. What have now become legacy lenses can continue to be used with proprietary mount adapters.

The Canon EOS R and the Nikon Z6 and Z7 are both significantly smaller and lighter as



illustrated in this photo, comparing an EOS R and a EOS 5D Mark IV with new and old 24-105mm zoom lenses. Similar body size reductions are true with Nikon as well.

While both companies are doing all they can to chase and hopefully overtake Sony for the professional photography market, they have a long way to go. Sony still is smaller and faster, has image stabilization in the body, and offers more options on video.

It is fair to assume that both Nikon and Canon will put their engineering muscles behind the new pro systems, while continuing their amateur bodies and lenses in what is quickly becoming old technology.

New Products and Rumors

Building upon this segue, Nikon also introduced the D3500 entry level SLR camera. It differs from the D3400 in that it is smaller, lighter in weight and offers about a 20% increase in battery life. The price remains the same as the D3400.



Fujifilm introduced the X-T3 camera a few days after Nikon’s and Canon’s announcements. It boasts a new 26MP X-Trans IV sensor (fantastic in low light environments), eye tracking AF, 4K video at 60 frames per second, and metal construction. The new face/eye tracking permits you to photograph a subject walking towards or away from the camera without any loss of sharpness. Follow this link to see how well it works: <https://youtu.be/VJSUXFj2T4k>.

Rumors abound that Fujifilm will shortly announce what will be the least expensive medium format digital camera with interchangeable lens. Items have been appearing regarding a model GFX-100S with 100MP sensor. More information, hopefully, will be available in next month’s issue.



Nikon has commenced shipping the new P1000 camera, This fixed lens camera boasts a 125X zoom lens, the most ever offered in a still camera. In terms of 35mm focal lengths, this is a whopping 24-3000mm zoom! A way of justifying spending \$999.99 on this camera is that you get an unrivaled lens with a free camera attached. The camera is now in stock.

Panasonic is rumored to have an entry in the full frame pro mirrorless camera fray. Olympus has patented several full frame lenses in the past few years, so these micro four thirds mount “partners” may have a plan to offer 2 different sensor sized systems - one for pros; one for the rest of the photo/video shooting world. Olympus is also said to be developing a new 12mm f/1.2 lens for the OM-D family of cameras.

Tamron has announced a second generation of the 15-30mm/2.8 full frame zoom. This G2 version offers 4.5 stops of image stabilization along with foul weather resistance. Available soon in Canon EF and Nikon FX mounts, these lenses will be quite popular. The EOS version also allows for rear, drop in filters.



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Later this month the photo industry holds its biennial world photo show at Cologne, Germany. Over 500 companies from around the world will fill 11 multi floor trade halls alongside the Rhine River. This immense event opens September 26 and runs only 4 days. There will surely be many new products, services and more to be announced on the show floor. 191,000 people attended the show in 2016!

We STILL Want to Buy Your Not Being Used Camera Gear

This fall's biannual camera buy back event will be Friday, October 5 and Saturday, October 6 at Madison PhotoPlus.

Almost everyone has a camera or two sitting in a closet, attic, basement or some storage area that is gathering dust or taking up room. This is your opportunity to turn those items into cash. Our buyers don't buy everything, but they do make offers on most photographic gear.

As you would imagine, some folks expect to get more money for a camera today than it cost them when it was new 40 years ago. That rarely happens. Sometimes cameras are needed as a source of repair parts or needed for educational purposes in third world countries. We really don't care what happens to these items, we want to take advantage of the opportunity to put money back into **your** pocket.

With exceptions, there is little interest in cameras that used 110, 126 or disc film. Most movie (cine) cameras or camcorders have little value.

Interchangeable lens cameras, as well as the lenses are highly desired. Cameras using 35mm or larger films are in demand.

If you are in doubt about bringing something in, give us a call in Madison (973.966.2900) or in Summit (908.273.7427) and tell us what you have. We'll be happy to tell you whether we suspect a trip in will be worthwhile.

Madison's annual Bottle Hill Day celebration, Classic Car Show and Sidewalk Sales will also be on Saturday, October 6, making parking difficult. We will have a drop off area at Madison PhotoPlus's Cook Avenue parking lot entrance to reduce your need to carry your items from your parking space.

Once again, what good does this "stuff" do clogging up space in your home? While some items have sentimental value, turn the rest into money. **YOU'LL BE PAID ON THE SPOT!**

Photo Hint

During a recent conversation with a customer we learned a "secret" and want to share it with you...

This customer works in the news/information business. All workday long she deals with state and national news and can't avoid economic, political and religious issues. It's the kind of job she all too often brings home with her after hours.

She'd tried going to the gym, taking long walks, video games and more to shake herself free from the depressing nature of her work. After a few years of not finding anything to clear her mind and soul (her words), she found something that works for her on a daily basis.

Every day after work, either on the way home to her family or once at home, she picks up her camera and makes herself take 3 photographs of something -

anything - in ways she normally does not look at it. As examples, one photo was of a potted plant in her house taken looking up from under the flower pot. Another photo was of tire tracks in the mud near her driveway.

She'd then spend 15 minutes or so manipulating her shots in her photo editing program on her home computer or phone. She claimed that after spending these 30-40 minutes each evening she could become "herself" again and almost never take her daily frustrations out on her family. She claimed that she now never brings her job to bed with her at night.

She loads some of her favorite shots onto her phone and keeps a small photo album in her purse and views them during the day during periods of stress and sometimes shows them to her workmates "for therapeutic reasons".

Long live photography!

*Enjoy Yourself
Take Pictures
It's FUN
!*

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