

BEAU NEWS



Featured on the cover is one of the backdrops by **drop it MODERN**, newly available at Beau Photo. See inside for further details.

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Beau Photo will be closing for the holidays at noon on December 24th, and we will back on January 4th.

1 Digital Mike

Hasselblad News - New H4D Medium Format DSLR



This fall Hasselblad announced a new camera platform for their integrated medium format DSLRs, the H4D, replacing the H3DII. Initially shipping in 60 megapixel guise, the H4D-60 will also be offered in a 50 megapixel version and perhaps others as well in the future.

While you could be forgiven for wondering what has changed, since outward appearances have not, inside there are many enhancements, some subtle, but other substantial. The headline feature has got to be the new **“True Focus with Absolute Position Lock (APL)”** technology. This is a groundbreaking feature, utilizing technology that exists in every iPhone! Huh? Let me clarify..

If you either own or have used an iPhone (who hasn't these days?) you'll surely have noticed the accelerometers in use, you know, the ones that turn your screen image when you rotate your phone from portrait to landscape orientation? They are also used by the iPhone version of Google Earth, and many games of course, to control the iPhone user interface. How do these type of accelerometers help the H4D? Read on...

Imagine you are taking a tight portrait shot and you are shooting your lens wide-open to get the shallowest possible depth of field, to really blur out the background. You auto-focus on the subject's near eye using the centre focus point, lock focus and then recompose to take your shot. Pretty standard technique. While this might work well enough when you stop your lens down, recompose minimally or are using a small sensor DSLR, it can cause major focus errors in other cases. Why? Imagine your area of sharp focus as being a flat plane, rigidly attached perpendicular to the end of your lens. In our example, your AF has positioned that plane of focus so that it intersects with your subject's eye. But now swing your lens to recompose the photo and what happens? That plane of focus swings behind your subject's eye that you just focused on! The more you recompose, the farther off your focus will be. Take a 50 or 60 megapixel digital back, and you will really see this focus error. I can show you a large 50"x70" print, a portrait taken with a 39 MP Hasselblad H3DII-39, where even at $f/1.6$ the model's ears are clearly out of focus, yet her eyes are perfectly sharp. There is very little margin for error on a large print, even at $f/1.6$, let alone if you were shooting wide open! This is where Hasselblad's new technology in the H4D can save the day.

True Focus with APL will automatically calculate the precise amount of focus shift needed to bring your focus plane back to your intended point of focus, after you lock focus and recompose your shot, and it uses those "iPhone type" accelerometers which I mentioned, in order to accomplish this. The APL processor then drives your lens so that your photo will be tack sharp, exactly where you intended it to be, no matter how much you recompose! That's it... nothing for you to do - the camera works all this magic behind the scenes so that perfect focus becomes absolutely effortless! No longer will you get photos where you are wondering why the far eye is sharper than the near one, why the model's ears are sharp and not her eyes and so on.

As far as having multiple focus points, while I believe it's likely we'll see that coming on a future Hasselblad body at some point, it still won't negate the benefits of this innovative new focus technology. Even full-frame 35mm DSLRs have focus points clustered quite near the centre of the frame, not

really allowing a portrait shot to be taken without recomposing either; and due to apparent limitations in focus sensor technology, it does not seem as though focus point spreads are really getting any wider. Putting current multi-point focus modules in a medium format body would not be all that useful and having True-Focus with Absolute Position Lock will still be a benefit.

Additional new features of the H4D over the H3DII are:

- new improved **460x320 pixel 3" TFT LCD**
- improved built-in **AF-assist illuminator**
- fast **90MB/sec CF card write performance** with the latest ultra-fast memory cards
- new "unibody" housing for ease of servicing
- tweaked camera controls for use with True-Focus and APL
- new internal electronics with accelerometers and APL processor

The 60 megapixel H4D-60 will be selling for just under \$40,000 CDN. The 50 megapixel H4D-50 will be just under \$29,000 CDN.

Buy an H3DII-50 and get a FREE Upgrade to the H4D!

If you buy an H3DII-50 between now and December 31st, 2009, you can upgrade to a new H4D-50 free of charge! That is a \$3,000 savings if you buy this year! In addition if, after buying the H3DII-50, you decide you want even more megapixel goodness, you can upgrade to an H4D-60 for only \$8,000! However these upgrades have to be ordered before the end of the year, so don't forget! And since we are closed on December 24th until January 4th, make sure you get your orders in before Christmas!

Hasselblad Trade-Up Promotion

Hasselblad has also implemented an aggressive trade-up program, not only for owners of Hasselblad or Imacon digital backs, but even for those with Mamiya cameras and or competing digital backs! go to:

<http://www.hasselbladusa.com/promotions/trade-up.aspx>

A Christmas Story...

So here you are, having happily used your trusty 10 megapixel camera for the last few years. You know the camera inside out, understand the AF system and can make optimal use of the camera's performance. You have fine-tuned your image-processing workflow and maybe have Lightroom presets, or Photoshop actions that you've saved and you reuse them time and time again. You are generally happy with the camera and with your results and everything is ticking over smoothly. However suddenly a new, higher megapixel body is announced, one with an all-new AF system, all sort of whiz-bang awesome new features. You try to resist, you really do...

...but fail. What the heck, Christmas is coming, so you buy yourself a new camera – from Beau Photo too we hope! And oh man, what a beautiful camera it is! It feels so much faster to use, has a beautiful new LCD screen and wow, look at all the AF options! And all those extra megapixels! Wow, are my photos ever going to be fantastic! You take the camera out on your first shoot, take gigabytes worth of images (oops... need to buy more memory card storage) and they look fabulous on the back of the camera's LCD screen! You get home and impatiently start downloading all those shots, dropping them into your existing workflow...

Oh... um... boy, is my computer ever running slowly. I guess all those megapixels are bogging it down. Okay so the computer is slow, whatever, but let's zoom in to 100% and look at those beautiful images. Okay...

... eh... say what? The photo's not sharp, or is it? Um, no, it really doesn't seem to be. Hmm... okay next shot. Oh, it's blurry... missed focus. Next shot – maybe okay, but is it really better than what I could get from my old camera? Next shot, not sharp again! You flip through all your photos but it seems as though your "keeper" rate has suddenly gone way down. You think, what is happening? Is my new camera defective? Or even worse, has this new camera been over-hyped? I've already sold my old camera on Craig's List... argh, what have I done!!!!

Of new cameras, new AF systems and new image processing techniques

A classic mistake many photographers make is assuming that a new camera can be used exactly like their old camera, that their old finely tuned and optimized workflow will still be optimal for the images from a brand new camera. Additionally, when comparing your new camera to your old one, another easy mistake to make is assuming that raw conversion software with the same settings will still be optimal for your new camera, or indeed that it will necessarily treat the images from different cameras in the same way even.

Don't feel bad if this has happened to you... even experienced photographers and equipment reviewers have made the same mistake – I have seen it time and time again over the years!

Please see our website at http://www.beauphoto.com/digital/xmas_story/ for the conclusion to this story about new cameras, new AF systems and new image processing techniques...

2 Pro Sales Ken

It's the time of year when shoppers are looking for great deals! Well, okay mistletoe is better but you won't find that here. Deals are what we got!

Light up the Holidays!

Profoto Compact 600/600 Value kit: This is the last one available and at an incredible deal. The kit includes 2x 600 w/s heads, 2x heavy duty stands, 2x parabolic reflectors, 2x umbrellas and a carrying case. All that Profoto quality for only **\$1779.49**

Hensel Integra 500 Pro Plus Kit: A great kit at a great price! Includes 2- 500 w/s Heads, 2- Stands, 1- 7" reflector, Softbox and connector and carrying case.

Reg. \$2221.95

Christmas sale price **\$1995.49**

Put a little bling under your Christmas tree - Cameras & lenses

Nikon D3s	Reg. \$5479.00	Sale \$5189.00
Nikon AF-S DX 18-70 mm f/3.5-4.5G	Reg. \$419.00	Sale \$339.00
Nikon AF 18-35 mm f/3.5-4.5D	Reg. \$659.00	Sale \$469.00
Nikon AF-S DX VR 16-85 mm f/3.5-4.5G	Reg. \$775.00	Sale \$669.00
Nikon AF-S DX 17-55 mm f/2.8 G IF ED	Reg. \$1579.00	Sale \$1479.00
Canon 7D Body	Reg. \$2089.00	Sale \$1999.00
Plus \$150.00 instant rebate	=	\$1849.00
Canon 7D Kit w/EF-S15-85 mm IS zoom	Reg. \$2889.00	Sale \$2759.00
Plus \$150.00 instant rebate	=	\$2609.00
Canon EF-S 10-22 mm f/3.5-5.6 USM	Reg. \$1059.00	Sale \$959.00
Canon EF-S 18-200 mm f/3.5-5.6 IS	Reg. \$789.00	Sale \$639.00
Canon MR 14 EX Macro Ring light	Reg. \$625.00	Sale \$589.00

Also until the end of December get **\$200.00 off** the price of the **5D Mark II**

Save even more money with instant rebates on specified Datacolor and Pocket Wizard products

The products eligible are listed below along with their corresponding rebate amounts. These savings run until January 11, 2010.

Datacolor:

CVS3X100	DataColor Spyder3Express	\$15.00
CVS3P100	Datacolor Spyder3PRO	\$25.00
CVS3EL100	Datacolor Spyder3ELITE	\$40.00
CVS3SSR100	DataColor Spyder3Studio SR	\$100.00

PocketWizard:

PW104	PocketWizard Plus II Transceiver	\$25.00
PW150	PocketWizard MultiMAX Transceiver	\$50.00
PWFLEXC	PocketWizard Flex TT5 Canon Transceiver	\$30.00
PWMINIC	PocketWizard Mini TT I Canon Transmitter	\$30.00

Phase Capture One 5

Phase One has released their newest Capture One Pro 5 software with a lot of great features and improvements. A few things that stand out are the focus mask, focus Tool, and the LCC light fall off which compensates for uneven light.

Capture One Pro 5 is available as a 30 day trial. See all info at :
<http://www.anp.se/newsletter/395542/43405E417848435D447444475A43>
Don't forget all the great deals that are available though Phase on the P20+, P21+, P30+ and the 2 Phase products we have in the store:

P45+ Kit (Rental Demo mint condition) **with Phase AF 645 body and 80mm f2.8 lens** - Captures high resolution images with unlimited burst sequences. 39 Megapixel, 0.67 fps., 50-800 ISO, with a lens factor of 1.1

Price **\$26,900.00**

P30+ Refurbished for V Series Hasselblad - Top quality unit for fashion photographers. ISO ranges up to 1600, 31.6 Megapixel, 0,8 fps. CCD. 50-1600 ISO, with a lens factor of 1.3

Price **\$12,740.00**

3 Accessories Jason

Introducing drop it MODERN backdrops!

We are proud to announce the introduction of drop it MODERN backdrop fabrics to Canada - A funky series of one-of-a-kind designs on rich and luxurious velvet textures on a very thick, wrinkle-free fabric. Each backdrop is made with a 2" loop at the top and bottom of the drop in order to hold a support bar in place. Simply run the rod through the loop in the backdrop and then fit the holes of the rod into the top of your stands and raise it up, and there you have it. We currently stock the **SOHO, Back in Black & Vintage II** designs in the following sizes:

4.6 ft x 9ft The most popular size. As it is the most versatile, you can still get a feet or two of floor length on it if you want to shoot full body.

Price **\$154.50**

9ft x 9ft: A very versatile size of backdrop, there are no limits on the width and it will give you a foot or two of floor length so you can create something more within your area. It will give you a wonderland of design and creative freedom.

Price **\$284.50**



9ft x 12ft: A great size for the photographer who really wants to set up a scene, or create something within the design as well, the possibilities are endless with this one!

Price **\$384.50**

Our simply awesome rental department also has a selection of the 9'x12' sizes.

Check out www.dropitmodern.com

BD Vinyl Backgrounds!

Due to many customer requests, we are now stocking BD Vinyl backgrounds in White, Black & Chroma Green. The rolls are 9'x20' in size, and prices are as follows:

Pure White	\$281.50
Matte Black & Chroma Green	\$320.50

* Other sizes are available – Please call for more info.

Expired Film Sale

The following is a list of film available in expired stock, on sale at up to 50% off.



Kodak

Ektachrome

EPP 120 propack

Reg \$48.01 **Sale \$24.01**

EPP 4x5 (10 sheets)

Reg \$35.71 **Sale \$17.86**

EPP 4x5 (50 sheets)

Reg \$164.01 **Sale \$82.01**

EPN 4x5 (50 sheets)

Reg \$164.01 **Sale \$82.01**

Portra

160NC 8x10 (10 sheets)

Reg \$127.37 **Sale \$89.16**

Fujichrome

RTP 64T 4x5 (50 sheets)

Reg \$153.97 **Sale \$76.99**

Ilford

XP2 C-41 135-36 roll

Reg \$8,04 **Sale \$5.63**

4 Rentals Kathy

It's that time of year again when shops decorate with bright lights and play holiday tunes non-stop. It also means holidays here at Beau! It is the perfect opportunity to rent something fun for a personal project or maybe to take family photos that you've been meaning to do all year. When you **pick up on the 24th** (don't forget to be here before 12pm, I think everyone here will be off like a herd of reindeer at 12:01) and **return on the 4th** by noon it will only be a two day rental charge. That's 10 days for the price of two!

We have quite a few monohead kits in rentals now that will be perfect to light the dark days of winter, or maybe try the new **Nikon 70-200 2.8G AF-SVR II**. We hope to get a few of those in so hopefully there will be enough for everyone who wants to try this promising new lens. You could also rent one of our decorative new backdrops from **drop it MODERN**.

They are a textured cloth with a classic pattern that has potential for a lot of different applications.

If New Year resolutions are your thing, we are taking bookings for January, and it could be a chance to try a few different lighting techniques. We have some fun Profoto accessories that will fit onto the Profoto monohead kits available for rent. Try a **magnum reflector** for a good strong directional light or a **beauty dish** for something a little softer. If you want to go big, get the Giant! **The Giant** is a 7' parabolic reflector that will give you huge light, creating soft shadows and distinct highlights, and it looks impressive when you have it set up.

Whatever you end up doing for the holidays, have a great time and enjoy!

6 Albums & Folders Barb

My last 'Guaranteed for Christmas' order has been placed and is expected to arrive shortly. There is a possibility that orders placed in the first week of December will be here on time for Christmas giving, but I cannot promise anything (sorry). However, we've ordered everything we can think of to help you survive the 'silly season', so give us a call or drop us a line, tell us what you need, and we'll see what we come up with! If there's something you just realized you NEED, give me a call as soon as you can.. my voice mail's on 24/7.. as is my Email inbox. If I can make 'It' happen, you know I will! (It's the right season for miracles, isn't it?)

7 Renaissance Albums Simon

Santa's Workshop is bustling! They're busily printing and binding your Renaissance Albums in time for Christmas.. Soon, Santa and the Elves will pack his sleigh and be on his way to deliver your Christmas albums. Remember to hang your stockings and I just hope you have been good this year! As a new year beckons we will have pricing updates coming your way in January along with a new catalogue which is expected in late February.

Special Event

Canon + Nikon Digital SLR Learn and Try Event

December 7th 6:30pm-9:30pm at Vancouver Photo Workshops, 14 W. 7th Ave.
Admissions only \$25

Learn about digital SLR's and try the latest Canon and Nikon cameras, lenses and flashes hands-on in multiple shooting setups.

Topics covered will include:

- Canon and Nikon Digital SLR Camera Model Overview
- The eternal debate: Canon versus Nikon versus 'other' manufacturers
- Digital SLR 'must have' feature list, what functionality to look for and what you can ignore
- APS versus Full Frame: What you need to know about DSLR sensor size
- Digital SLR cameras and video: what to expect and how to get great results easily
- Digital camera accessories: what to look for and a list of recommendations
- Lenses for every budget: recommendations based on budget and purpose
- Fixed versus zoom lenses: what should be in your camera bag and why
- Image Stabilization: Love it or leave it?
- High quality lenses: worth the extra money?
- Fast Lenses: Using shallow Depth of Field for added visual impact
- Choosing a dedicated Flash: Canon versus Nikon Flash Speedlite system
- Question and Answer Period
- Canon and Nikon best feature list

Please note: Participants of this event will each receive a \$25 Gift Certificate from Beau Photo to be used towards camera, lens and/or flash equipment rentals. In addition, VPW will provide a \$25 discount offer for some of our most popular digital photography courses and workshops. All details about these offers will be discussed at the event.

For quick and easy online registration as well as more information about this event please visit www.vancouverphotoworkshops.com or call 7788985256