

NEWSLETTER

Lensbabies launch their next **Big** thing in *little* filters!

Macro set allows you to change your perspective in a small way, literally!

Lensbabies have now introduced their updated macro filter set for use with their selective focus SLR camera lenses, **Lensbaby 2.0** and the original **Lensbaby**. The macro set consists of one +4 and one +10 macro lens that can be mounted to the front of the Lensbaby lens, allowing photographers to focusing in on minute details with eye popping Lensbaby effects.

“Shooting macro photos with a Lensbaby is completely absorbing and fun. With small movements of the focusing collar, you can move the sweet spot of focus around your subject, whether it’s a grasshopper or a diamond ring.” said Lisa Smith, a professional photographer from San Diego.



Photo © Lisa Smith

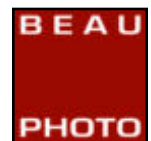
Lensbaby 2.0 and the Original **Lensbaby** bring one area of a photo into sharp focus, with that ‘sweet spot’ surrounded by graduated blur. Photographers can fluidly move the sharp area around the photo by bending the flexible lens tubing. By mounting the +4 or +10 macro lenses (or both at the same time) to the front of the Lensbaby, photographers can use the selective focus effect at very close ranges.

A Lensbaby without a macro lens has a minimum focus of 16 inches. With the +4 lens attached the focus range is from 6” to 13”. With the +10 macro lens attached, the focus range is from 3.5” to 5”. With the +4 and the +10 stacked on each other and mounted to the front of a Lensbaby, focus range is 2” to 3”.

“We think these macro lenses will entrance anyone who loves Lensbaby photography or macro photography. You can lie down like a kid in your backyard and capture bugs running around the jungle of your garden.” said Lensbaby Co-CEO Craig Strong. “Actually getting an in focus Lensbaby macro shot of a bug running around is a bit of a trick though, given the very shallow depth of focus. . . . but it can be done and the pursuit is fun!”

Another great accessory for your original **Lensbaby** or the 2.0 is a wide angle angle adapter. This accessory will allow photographers to expand their field of view, especially in smaller rooms and churches. The wide angle adaptor is an invaluable accessory for wedding and event photographers.

Did you know?
Daniel Barbaro (1514-1570) a Venetian, was one of the first people to utilize a lens in connection with a camera. Barbaro used lenses taken from spectacles to improve the quality of the image produced by his camera obscura. Although these devices at the time were used to help artists produce more realistic images these were the early pioneers of the modern day camera.



Lensbaby original	\$114.50	Lensbaby 2.0	\$181.50
Lensbaby Macro set	\$34.50	Kenko wide angle adaptor	\$45.95

Ken

Product Sales & Purchasing

RENAISSANCE THE BOOK

Flush Mount! Digital Album! Coffee Table Book! No matter what they call them, your clients are starting to ask for them, and we have them here at Beau Photo! In case you hadn't heard, we offer three different styles of digital albums from Renaissance the Book. What's that? Your clients want to see them in the flesh? Not just pictures in a brochure? No problem! We have five demo albums available for you to take to meetings with your clients. For best availability call early to make your reservation. Call Deborah for more information.

Coming Soon!

For Spring 2006 there will be some fresh new styles from Renaissance, here are some of the highlights:

Matte Black Slip Case with Square Cameo Opening for any large Library Bound Album.

Stainless Steel Cover Library Bound Album with Square Cameo Opening.

Original Black Album with 5x7 Cameo Opening.

Ventura Self Mount Album.

Plus, you know those little, mini albums everyone loves so much? They're now available in Bridal White, Mellow Yellow, Baby Pink, Baby Blue and Lime. All of these items should be in store by the spring time... if not sooner!

Deborah

Renaissance Album Sales

AGFA UPDATE!

As of January 12th, our AGFA supplier **Amplis Foto** has announced that they will receive two large shipments of film, paper, and chemistry from **Agfa Foto** in Germany by mid -February. This shipment will contain papers such as, Multi Contrast Classic Fibre Base 111 and 118 and Multi Contrast Premium RC 310 and 312 surfaces in sheet and roll format. Processing supplies will include a large inventory of **Agfa Foto's** legendary Rodinal, Multicontrast developer and fixer, Neutol WA developer, Agfifax and FX Universal fixer and Sistan Image Silver stabilizer. The much desired, high color saturation Ultra 100 film will be available in limited quantities. This is in addition to a good supply of Portrait 160 film in 35mm, 120 and 220 and Optima 400 in 35mm and 220 formats.!

Crystal

Film and Paper Sales

News from "da back"

Well you asked for it, so you got it.

Coming soon to a Beau Photo near you, (there is actually only one Beau Photo).

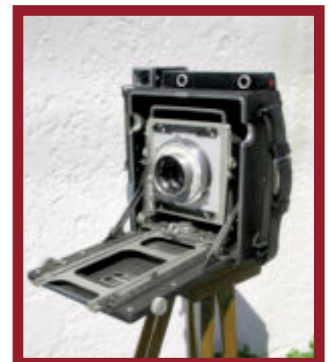
The New Hensel 2 light kit..... the perfect starter kit and priced just right. The kit is the same as the current 3 head kit with the exception of the radios being built in. That's right, you get a transmitter and a receiver that is built into each head. No cords to trip you up and a completely closed system for independent shooting.

Here is what you get:

- 2- 500 w/s heads (w/radio receiver)
- 2- aluminum stands
- 1- small soft box (24" x 18")
- 1- 7" reflector
- 1- transmitter
- 1-soft case

Price \$1899.00 ETA Feb. 2006

Chris



Pro Sales

DIGITAL NEWS

Not much is happening at the moment in the digital world. Apple has announced their first Intel-based computers of course, which is big news, but until Adobe comes out with Universal-binary (Intel-native) versions of their Creative Suite (Photoshop, InDesign etc.), Epson updates their drivers and so on, most pro photographers are going to wait before jumping into these new systems. Performance for native applications is quite impressive on Apple's first Intel based offering (new iMac Core Duo) but emulated, non-native software (such as Photoshop) tends to perform rather, um... sedately. Apart from the odd name, Apple's soon-to-arrive MacBook Pro sounds like it will be a seriously impressive laptop, sporting dual processors (Intel Core Duo) with enough horsepower to seriously trounce the current top end G4 PowerBook without sacrificing size, weight or battery life. Watch for it in February.

Here is something though: New Lower Prices on Epson Pro Graphic media – inks and papers! While not an industry wide move, we here at Beau have re-examined our costs, shipping, suppliers etc. and have fine tuned our Epson pro pricing. As a result, virtually every Epson Pro-Graphic ink and paper item we stock is now less expensive than before! We're rrrolling back the prices!

Lastly, although certainly no more ready for prime-time than Apple's Aperture, Adobe's new LightRoom software looks like it could be a very promising workflow tool once it becomes more refined and gets out of beta (still many months away). In the meantime, if you are a Mac user, Adobe has provided a public beta for you to try and provide feedback on. A Windows version is also in the works, but for now it is Mac OS X only. Try it and don't be afraid to contact Adobe and provide constructive feedback! Adobe is soliciting feedback at this early stage so you can help make this software a better tool for pros...

Digital Rental News

We now have a **Hasselblad Express r32C** digital back in rentals once again. Our rental camera will be available with either a **Hasselblad V-series** (traditional) mount or with a **Mamiya RZ Pro II** mount with more to follow possibly (depending on requests). Hasselblad H1 or H2 body capability is likely down the road. Rental rates on this amazingly high-quality digital back are \$500 per day, which includes a focus calibrated body (either Hasselblad 503CW or Mamiya RZ Pro II) plus a lens of your choice. In addition, a standard Hasselblad ImageBank hard drive is included which will allow for 800+ RAW captures in the field without needing to be tethered to a computer.

We will have a page up on our website at <http://www.beauphoto.com/backtips/> (coming soon) with tips, caveats and other information to help with the setup and use of this system. In the meantime, let me point out a few important things you need to keep in mind, in order to help you decide if renting this back is the right choice for your job. Getting the spectacular results that a digital back is capable of requires an entirely different mindset from shooting with a film camera or with a 35mm-based digital SLR. The ultra high resolution images that a digital back gives are unbelievably revealing of any flaws in your shooting technique or your equipment!

- 1) A lens that has performed well for you on a film body will not necessarily perform as well on a digital back. Slight amounts of chromatic aberration or corner softness, which may have been "hidden" by the grain texture of film, will suddenly stick out like a sore thumb. When in doubt, always try to shoot some tests to make sure your lens is performing up to your requirements, especially important on wide-angle glass.
- 2) Be 2-stops pessimistic about depth-of-field. For example if, in your experience, you feel that $f/8$ would provide sufficient DOF, I would suggest $f/16$! Again, the lack of grain on a digital back image is very revealing of any focus issues and too shallow a DOF will be painfully obvious. In addition, if you are intending on a shallow DOF photo, focus precision is also very critical and note that it is difficult to judge the absolutely precise point of focus on most focusing screens. Having a laptop or desktop computer available to preview and double-check your focus accuracy and DOF would be extremely helpful.

3) Be 2-stops pessimistic about shutter speeds as well. In other words, if you feel that you can handhold a 1/60 second or perhaps that 1/125 is enough to freeze the action, then shoot at 1/250 or 1/500 respectively to ensure you get crisp results. Again, any unintentional motion-induced blur will be very noticeable.

4) Unlike a digital SLR, in general digital backs are limited in their ISO range, with the Ixpress 132C allowing settings from 50-400 ISO. The best quality results are had from 50-100 ISO.

5) Since digital back files are so very sharp (when captured carefully as described above) colour moiré and occasionally even luminance moiré can rear their ugly heads. Keep this in mind when shooting textured items such as clothing, furniture etc. The Hasselblad software has controls for automatically reducing or even eliminating colour moiré but with luminance moiré, you will need to do major Photoshop work if you don't notice at the time of capture and take steps to minimize or eliminate it. If you see a problem with moiré, simply changing your subject distance will often completely eliminate it – in other words, if there is room, try to frame the shot a little tighter or just pull back slightly and frame your subject more loosely and then just crop in on the final image as required.

Those are just a few items of mention to give you an idea of what I mean. When good equipment and careful shooting techniques are used, a digital back will give you absolutely breathtaking results with amazing amounts of detail, smooth tonality and dynamic range. True 16-bit raw image capture (versus 12-14 bit on digital SLRs) gives a huge amount of exposure latitude, the lack of anti-aliasing (blur) filter on the sensor give sharp results without the need of heavy unsharp-masking and the large file size (132Mb per 16-bit TIF) on the Ixpress 132C allows you to scale up images to make even gigantic prints that look fabulous. If any of the above mentioned caveats cause you undue concern, we will be happy to sit down with you, prior to your rental, and discuss them. In addition, we can give you a brief software (and hardware) tutorial to bring you up to speed more quickly. Lastly, if you plan on renting the Ixpress 132C, be prepared to provide a certificate of insurance.

Imacon Flextight Precision III in rentals now!

We now have an Imacon scanner in our rental department at \$150 per day. This excellent film scanner is capable of up to 6300dpi resolution and comes with film holders for 35mm single frame, 35mm strip, 6x6, 6x7, 6x17 panoramic (or uncut strips of 120/220) and 4x5" sheet film. It is compatible with the latest Windows (XP) and Macintosh (OS X) operating systems but note that its interface is SCSI. If your computer does not have a SCSI interface/card, you will need to use the supplied SCSI to Firewire converter. There is no USB option. For tips on using this scanner and troubleshooting information on the SCSI-Firewire converter, visit <http://www.beauphoto.com/flextips/> (page will be up soon).

Call, or check our website for more details on either of these two new high-end digital rental items!

Mike Mander
Kathy Kinakin

Calendar

On going

The Annex

"EROTIC" photographs by members of the Annex Photographic Society. Opening night Feb. 3rd 7:00 to 11:00pm

Show runs from Feb. 3rd to Feb. 24.

305-1067 Granville Street

Contact info: theannex@telus.net

Exposure Gallery

"Enigmas" a solo exhibit by Andrew Feenberg. Opening night Feb. 3rd 8:00 Show runs from Feb. 3rd to Feb. 18.

Also: Call for Submissions,

"CHEAP SHOTS"

Photographs from; Toy, Plastic, Pinhole, Holgas, Lomos etc.

851 Beatty Street

for more information:

www.exposure-gallery.com

Up and coming

CAPIC

Capic Speaker Series

Capic will present an evening on the newest Adobe sensation **Lightroom**. You won't want to miss this one!

When: February 28th 6-8 pm

Where: TBA. For more info go to

www.capicvancouver.org

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