

JULY 2010

i Digital   ii Pro Sales   iii Rental   iv Accessories   v Film  
vi Albums & Folders   vii Renaissance Albums   viii Events

Pt. I **DIGITAL**

Mike M.

## Digital Imaging Blog

Anyone signed up for this newsletter via email should have received a note a few weeks ago about my new digital imaging blog:


**<http://mikemander.blogspot.com/>**

One feature which I will point out, is that you can bookmark a link to the blog which will filter entries in useful ways. For example, I will make a point of posting to the blog when the digital imaging department puts items on sale, when there are promos and when there are manufacturer's rebates available.

*If you want to view the blog filtered, so that it only shows sales and promos for example, here is the link: **<http://mikemander.blogspot.com/search/label/Sale%2FPromo>***

*For current rebates, use: **<http://mikemander.blogspot.com/search/label/Rebates>***

Any of the category filters can be bookmarked individually. These links will always show entries sorted with the most recent ones first, so it will be useful to see the most current sales, promos or rebates. If you subscribe to the blog via RSS feed, you'll be able to see entries as they come in, so you would be able to stay on top of sales/rebates/promos as they come in.



## Adobe Lightroom v3.0



We just received our first shipment of the latest Lightroom upgrades, as well as the full-version. Lightroom v3.0 is a significant upgrade to Lightroom v2.0, especially when it comes to image quality. Offering the same Camera Raw engine as ACR v6.1 does in Photoshop CS5, you will find raw files rendered with much more effective noise reduction at high ISOs, as well as far better rendition of fine details at low ISOs... and everything in between. The amount you can tweak the raw conversions now, as far as sharpening, noise reduction and aberration control are concerned, is remarkable and hugely improved over previous versions. Similar to ACR v6.1, the same automated lens-corrections are also there, as are upgrades to many other aspects of the program, from Flickr integration, to improvements in the Print Module. All in all, a very worthy upgrade if you ask me. If you don't have Lightroom yet, the full version (boxed copy with license for both Mac and Windows) is \$329. Boxed upgrades are in stock at \$129. Trial versions can be downloaded from Adobe's website so you can take the software for a spin before coming in and committing to buying a copy.



## Pt. II PRO SALES

Ken S.

## Pocket Wizard Sale &amp; Updates

We are able to extend the Pocket Wizard Sale for July. Come in and cash in on some great deals!

<b>Pocket Wizard Plus II Transceiver</b>	Reg. \$198.95	<b>Sale \$175.49</b>
<b>Pocket Wizard Mini TT1 for Canon</b>	Reg. \$205.95	<b>Sale \$184.49</b>
<b>Pocket Wizard Flex TT5 for Canon</b>	Reg. \$234.95	<b>Sale \$210.49</b>
<b>Pocket Wizard Multi Max Transceiver</b>	Reg. \$356.95	<b>Sale \$308.49</b>
<b>Pocket Wizard Multi Max Transceiver (Pair)</b>	<i>limited quantities ! with unique codes</i>	

I have been getting a lot of inquiries about Pocket Wizard products and developments so I thought I would share what I know to date. I also want to organize two, half day workshops in October on the new Pocket Wizard TT1 and TT5. Please let me know if you want to be kept informed about this by e-mailing me at [prosales@beauphoto.com](mailto:prosales@beauphoto.com)


Below are some responses we received from Pocket Wizards regarding a few products:

*AC3 ZoneController: The initial beta units that recently arrived from our factory are working well. We anticipate AC3's to begin arriving Beau Photo in July.*

*Nikon MiniTT1 and FlexTT5: Significant progress has been made on the firmware this month as expected. We have been selectively getting beta units into the field for further testing. We have been reluctant (to say the least) of publishing a release date simply due to the unpredictable nature of the firmware development. We also know how much this drives you crazy. Best case from where we are today is shipments beginning in August. AC7: These have just arrived in our warehouse and will be going to distributors next week. They should begin to arrive in stores in two to three weeks. A connector for Quantum and Canon external battery packs is being developed.*

## 4x5!!

We have a fair bit of 4X5 Camera Gear so..... For the month of July, we will be offering a 10% discount on all large format Used and Consignment equipment!



## Image Explorations


July 11-15, 2010

This will be Beau Photo's second year at Image Explorations! If you have never been, this could be a great opportunity to revitalize you career, learn some new skills, make some new friends and connections and have a great time.

***What Is Image Explorations?*** Image Explorations is a refreshing approach to personal growth and professional development in the photographic industry. Modeled after the highly successful "Texas School", the events give you the opportunity to glean real life knowledge, tips and ideas from top North American based photography instructors. Image Explorations takes place at Shawnigan Lake School on beautiful Vancouver Island, an environment that stimulates creativity. Its topnotch instructors and events unite photographers and industry supporters/suppliers. This intensive 5 day program will make a positive impact on your business skills and ignite your creativity.

To learn more and register go to:

**[www.imageexplorations.ca/](http://www.imageexplorations.ca/)**



## Pt. III RENTAL

Kathy K.

After unpacking and assembling our newly acquired Joker lights mentioned in the last newsletter, I had a chance to set them up and see how they look, and so far they seem quite interesting. The **Joker-Bug 400** comes with a parabolic reflector and barndoor set with 4 lenses for different shapes and beam patterns. An optional rental accessory turns the Joker-Bug 400 into a variable spot which can also be used to project patterns using standard M-sized gobos and controlled with the built in cutters. It is a daylight balanced continuous light that is comparable to a 1500/2000W quartz light but because it uses a ballast it has a power draw of only 5.5 Amps so there is no chance of blowing a breaker. We've also got the Softube modifier which gives a trip of bright, soft light with lots of potential uses. Accompanying the 400 is the **Joker-Bug 800**, a more powerful light that is just as compact and easy to use. It is outfitted with an adapter for Profoto so there are some good options in light modifiers. Because it does get hot, only softboxes for hotlights should be used on it. The lights are quick to set up, just plug the head into the ballast, and the ballast into AC and turn it on. It does take a few minutes to warm up and reach the maximum intensity, and the colour temperature shifts quite a bit during this time so be sure to give it enough time before starting your shoot. The Joker-Bug lights will be great for video as well as stills, come by and have a look, we think they will become popular rental items.

*In other rental news...* After almost 13 years here at Beau, I am leaving to go back to school. It was a difficult decision to make and Beau has been a really great place to work. I will certainly miss seeing all of you come in, and the good conversation and exchange of photography ideas with everyone. I will be doing a Masters program in Photographic Preservation and Collections Management at Ryerson which fits right in with my interest in historic processes (really I'm leaving because there is getting to be just too many digital cameras around here!). The second year of the program is at George Eastman House in Rochester so I am looking forward to that. Taking my place is Jason who many of you will know from behind the front counter here at Beau. He's in the back training already and will be well versed in all things rentals by the time I leave at the end of August. I think it will be a fun and busy summer here and I hope to see many of you come by before I'm off.



## Pt. IV ACCESSORIES

Maciej W.

### Nanuk cases



*Beau Photo is introducing the new Nanuk professional protective cases! We are bringing in 4 different sizes and for the month of July we will be offering **10% off** of the regular price!*

Nanuk durable cases offer the best solution for protecting your photographic equipment and would be the superior solution for your transportation and storage needs. All of the products are incredibly versatile. The uses and applications of the Nanuk cases are virtually limitless. As additional options, Nanuk offers completely watertight dive cases, along with waterproof panel kits, to accommodate any contingency where liquid contamination is a possibility. Offered are also accessories for all of their protective cases, such as TSA padlocks, shoulder straps and cubed foam molding material. For more info, check out Nanuk's website:

**<http://www.nanukcase.com>**



## Pt. VII FILM

Dennis H.

### Ektar 4x5



Beau Photo has finally received its shipment of the Kodak Professional Ektar 4x5 film! It is the world's finest grain color negative film. With ISO 100 speed, high saturation and ultra-vivid color, this film offers the finest, smoothest grain of any color negative film available today. It is ideal for photographers who want the superior resolution of large-format film and look for extraordinary enlargement capability when scanning and printing. Ektar 100 is recommended for applications such as nature, travel and outdoor photography, as well as for fashion and product photography. The film is also available in 8x10 format as a special order item.

#### *Features:*

- Incorporates Entertainment Imaging's Kodak Vision Film technology for finest grain
- Micro-Structure Optimized T-GRAIN® Emulsion, which is ideal for scanning
- Kodak's Proprietary Advanced Development Accelerators for extraordinary enlargement capability
- Optimized Emulsion Spectral Sensitivity and Image Modifier Chemistry for Ultra-Vivid Color

**Ektar 100 4x5 (10 sheets)**

**\$32.84**



## Pt. V ALBUMS & FOLDERS

Barb B.

*Summer's finally here, so break out the SPF 35 and flip flops!*

FYI: AGT (who manufacture Vancouver Easels, Vancouver Folders, Heritage Easels) will be closed for their annual Summer Holiday break for the last two weeks of the month. If you need anything from the factory, please let me know immediately! My next order will be transmitted at the beginning of August and should arrive in the third week of August as they clear their backlog.

While TAP does not close for a specific break, they are in their busy season. Since my orders regularly include both albums and folders (and it takes a few days to transfer stock from the 'Album' manufacturing plant to their general Distribution Centre), please give yourself a healthy lead time allowance to ensure your orders arrive in a timely fashion. If you need help working out a time line, please advise. I'll be happy to contact the factory on your behalf to ensure they will have the goods on hand (or in the production queue).

Don't forget to look at TAP's updated web site and on-line brochure for their latest presentation suggestions. They've updated their Superior Mount Album and Folio designs to a more 'Deluxe' presentation, and added new colours and styles to their tissue and box lines. As well, prices have reduced from last year because the Canadian dollar is so strong (go, LOON!).

TAP has also added several new 'Digital Easel' - style Sport mounts that are becoming very popular with our Sport photographers. Cased by 100's and priced similarly to Panel Mounts, these accept either an 8x10 photo or composite and the cover lifts up and over to form an easel to display the photo to its best advantage.





## Pt. VI RENAISSANCE ALBUMS

Simon B.

### NEW

### The Ambiance Book

The Ambiance book is a new peel and stick album with optional Matt pages. Beau Photo is excited to launch the Ambiance book on July 11th at Image Explorations. We will be stocking 10x10 – 10 & 15 page albums along with a selection on Matt's. Custom range is also available with optional materials. A price list is available on request and via Beau Photo website.



### Renaissance at Image Explorations

I will be attending Image Explorations on July 11th – 16th. I am specially looking forward in meeting our clients. If you wish to visit us please send me an email.

### Summer Love Promo!

Receive 20% off custom orders. Includes all options (option A, B, C and SS) for the SoHo Book, Fine Art Album, Mercer Book, Galleria Album, Galleria Folio, Custom Ventura Album and Custom Roma Book.

- Promo code: LOVE2010
- Offer expires July 31, 2010.
- Offer valid on main Custom Renaissance Albums.
- Offer does not apply to studio samples and previous purchases/orders.
- Promo code must be submitted at the time of order.
- Cannot be combined with any other promotion.
- Some other restrictions may apply.



# SUMMER LOVE PROMO

# 20% OFF\*

## ALL CUSTOM ALBUMS

ENDS ON 7.31.10    PROMO CODE: LOVE2010

\*Some restrictions apply



Image courtesy of DQ Studios

### ALL OPTIONS

SOHO BOOK | FINE ART ALBUM | MERCER BOOK | GALLERIA ALBUM  
GALLERIA FOLIO | CUSTOM VENTURA ALBUM | CUSTOM ROMA BOOK

Offer valid on main Custom Renaissance Album. Offer does not apply to studio samples and previous purchases or orders. Promo code must be submitted at the time of order. Cannot be combined with any other promotion. Some other restrictions may apply.

Canadian distributor:

**BEAU**  
**PHOTO**

albums@beauphoto.com  
1-800-994-2328

**RENAISSANCE**<sup>®</sup>  
RENAISSANCE ALBUMS  
www.renaissancealbums.com

## 10% OFF ALL Ventura & Hudson Albums, The Box & Mounts

*Example sale item:* 10x10 – 10 page Ventura Album - Orig. price \$66.00 now \$59.40

- Offer valid from Beau Photo Supplies
- Offer does not apply to previous purchases.
- Offer expires July 31, 2010.
- Discount does not apply to Custom Ventura Album, studio samples, custom options and/or S&H fees.
- Cannot be combined with any other promotion. Some restrictions may apply.

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## Pt. VIII EVENTS

**IMAGE EXPLORATIONS 2010** July 11 - 15 Shawnigan Lake School

Image Explorations is a school recognized by the PPA for professional photography development. Learn everything you have ever wanted to know about Photoshop, wedding photography, portrait photography from top instructors from around North America. This is a week of dynamic professional development, fun, and fellowship with people who believe that photography is a passionate and rewarding career.

<http://www.imageexplorations.ca/>

**RUSTY GUTS Glimpses of a Historic Shipyard!**

North Vancouver Community Arts Council July 16th - August 28th,

Opening reception 7-9pm, July 15th.

<http://www.nvartscouncil.ca/>

**NOT NECESSARILY IN THAT ORDER** May 1 - July 11 Presentation House Gallery

Featuring contemporary media work by Rosella Biscotti Keren Cytter, Susan MacWilliam, Aida Ruilova, & Lisa Steele.

<http://www.presentationhousegall.com>

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