

BEAU NEWS

MAY 2010

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Our beloved Simon photographed with the new instant film by the Impossible Project, now available at Beau.

BEAU
PHOTO

Pt. I DIGITAL

Mike M.

Hasselblad H4D-40 Promotion!

From now until June 30th, 2010, you can buy a Hasselblad H4D-40 medium format DSLR (without the standard 80mm lens) for \$17,995 and choose one additional HC or HCD lens for 30% off its MSRP. That translates into savings of over \$2000 if, for example, you decide to buy the HCD 35-90mm zoom! The normal price for the H4D-40 with an 80mm lens is \$19,995 and generally you cannot option out of the standard 80mm lens either. This promo gives you the opportunity not only to avoid the “boring” standard lens, but also get great savings on the lens of your choice as well!

As always, also check with us for availability of Hasselblad Certified Pre-Owned (CPO) products. The list of items varies from week to week, so let me know what you are looking for and I can contact Hasselblad USA with a specific request and they'll see if something is available. A CPO purchase is a great way to save thousands of dollars on previous generation of medium format Hasselblad models. CPO items are also still eligible for extended warranty upgrades at the same price as regular brand-new systems, so not only do you save \$\$\$, but with all that additional cash, you can beef up your warranty and still have lots left over for that extra lens or accessory when compared to the price of a brand new unit.

Canon Canada's Revamped CPS Program

Get a whopping \$1000 instant rebate when you buy the flagship IDs Mark III and \$300 off the awesome new ID Mark IV!

Recently Canon Canada announced a complete redesign of their CPS program. One goal behind this overhaul is to ensure that the real pro photographers (not just those guys with cameras and a website), the ones out there earning their living and feeding their families from their day-to-day photography work, get priority service when it comes to loaners, repairs and support from Canon's Professional Services department. To this end, as of July 1st, Canon Canada will no longer be accepting your existing CPS numbers. Everyone, and I do mean everyone, who wants to remain in the CPS program will have to reapply.

Canon Canada was initially resisting going the route of Canon USA, where being a CPS member also required paying a yearly fee, but now after some time has passed since the US program revamping, Canada has followed suit. There is a “Gold” program which offers certain benefits and discounts, and is \$100 per year. There is also a Platinum program with additional benefits and discounts for \$250 per year. I won’t bother listing off all the details, so I will just provide a link to Canon’s website, where you can click on the “Program Details” link to read about the specifics of the new program:

<http://canon.ca/inetCA/categoryHome?msegid=5&catid=4345>

One question that is not answered on the website is whether or not pros will still get their CPS discounted pricing on pro bodies, L lenses and flash units. Well apparently yes, despite the fact that the US does not have any discounted pricing for CPS members, it appears that Canada will be retaining that benefit. Also, apparently you will be eligible for CPS purchase pricing on both the Gold and Platinum memberships. Since you do not have to be a pro, this opens up CPS pricing to anyone willing to spend the \$100 to become a member!

I expect turnaround time might initially be slow, especially for the pros wanting to apply for the Platinum membership (which requires them to be a pro), considering the flood of re-applications from former CPS members that is likely already occurring. If you don’t want your membership to lapse on July 1st, I suggest you go to Canon’s website and apply!

If you have any questions about the new CPS program, even after reading Canon’s site, feel free to give me a call and I will try my best to de-mystify the details. Keep in mind that the program is so new, I may not know the answer to everything yet!

Digital SLR Rebates from Canon!

Wanting that brand new DSLR for your upcoming summer vacation? Wait no more, the deals are springing up with the season! Canon has rebates in effect on the EOS-50D (\$100 instant rebate) as well as most of the Rebel series, including the XS, XSi and T1i, which get anywhere from a \$20 to \$50 rebate at the till!

NIK Software - on SALE!

Get trade-show special pricing on Nik's amazing suite of Photoshop plugins. Everything from B&W conversions, grain, cross-process effects, local contrast enhancement and sharpening, Nik's plugins offer an amazing variety of special effects that would take a lot of time to do manually in Photoshop. Not to mention they render with very high quality. Call for pricing details!

| | | |
|------------------------|---------------|-------------------|
| Dfine v2.0 | Reg. \$99.95 | Sale \$79 |
| Color Efex v3.0 | Reg. \$299.95 | Sale \$229 |
| Viveza | Reg. \$149.95 | Sale \$119 |
| Silver Efex Pro | Reg. \$199.95 | Sale \$159 |

Pt. II PRO SALES

Ken S.

Pocket Wizard Sale & Updates

Cash in on great deal on Pocket Wizards

| | | |
|---|---------------|----------------------|
| Pocket Wizard Plus II Transceiver | Reg. \$198.95 | Sale \$175.49 |
| Pocket Wizard Mini TT1 for Canon | Reg. \$205.95 | Sale \$184.49 |
| Pocket Wizard Flex TT5 for Canon | Reg. \$234.95 | Sale \$210.49 |
| Pocket Wizard Multi Max Transceiver | Reg. \$356.95 | Sale \$308.49 |
| Pocket Wizard Multi Max Transceiver (Pair) | Reg. \$913.95 | Sale \$799.49 |

with unique codes from the Olympics.

Limited quantities!

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 on the new Pocket Wizard TT1 and TT5. Please let me know if you want to be kept informed about this at prosales@beauphoto.com (* all prices stated are in the US and are subject to change)

Nikon MiniTT1 and FlexTT5

As some of you have seen, PW has begun internal testing of the first Nikon prototypes. This work continues and will lead to broader testing in the coming weeks. Initial testing was done using the D3 but now they have begun compatibility work on other Nikon cameras. The beta process will begin on a limited range of camera models. The question of when they will go into production will be determined by how the testing process proceeds.

AC3 ZoneController

The testing process is under way and going well. There have been a few bugs to fix and retest; that is under way now. PW is hoping for product to arrive in stores in late May. The expected suggested retail price in the US market is \$69.95. This will allow you to create various zones and as I understand to control the output of the flash as well. Very cool but when will they ship? The Canadian distributor for PW still has not received pricing or ETA as yet.

AC5 RF Soft Shield

Retail units of the AC5 will be available in April at a suggested retail price of \$15.00, which is roughly the cost to manufacture. If you have purchased the model FlexTT5 in Canada, and have not received an AC5 in the FlexTT5 box or via a promotion, you may still do by emailing service@daymen.com

AC7 RF Hard Shield

One of the slowest products in history, we know. There have been molding issues with the shield that have held this up. Beta users like the optimal umbrella positioning and ease of mounting. Range performance has met or exceeded expectations. Overall size has been an issue for some. Delivery should be May and the suggested retail price in the US will be \$29.95.

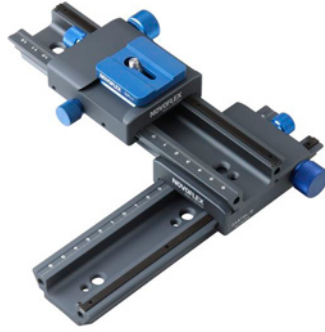
Phase One at Beau Photo



Thanks for all the people that came out to the Phase One / Hartblei Camera events in April both at Beau Photo and Sugar Studios. The fashion shoot was a fun event. Phil Jarmain did a great job and I would like to thank all the staff at Sugar Studios that helped out. I want to thank Walter from B3K and Wayne from PhaseOne for coming out for the week. I think this was the best PhaseOne event Beau has hosted yet. We will have to organize more events like this in the future. This is another reason to get our email newsletter to be informed of upcoming events.

Novoflex

For those who did not see the Nova flex products used on the Harlblei camera, we will have them on display for a couple more weeks. This is a great opportunity to see and try these precision ball heads and Micro focusing rails. Don't delay as I will have to send them back by the 15th of May.



Pt. III RENTAL

Kathy K.

A few new lenses have arrived in rentals this past month. First we have the **Nikon 24mm 1.4G ED** lens - a super fast, sharp, fun little lens with so many possibilities. Great in low light with the 1.4 f-stop and lightweight easy to hand-held design, and nice and wide for making small Vancouver condos (or whatever other small space you might be in) look huge. It is good but a bit expensive, which makes it an ideal lens to rent rather than buy; it will rent for \$40/day. Also just in is the new **Canon 70-200 2.8L IS II**, though we've only received one so far. It has had glowing reviews from everyone who has used it. If you call to book either the new **Canon 70-200 2.8** or the new **Nikon 70-200 2.8**, please specify which version you would like or you may end up with the older one. We now have two Canon 24mm T.S. 3.5L II lenses in rentals! It has been so popular that it is always booked so having another one will hopefully mean one will be in when you need it. Stay tuned for the arrival of the 45mm 2.8, it is on order and should be arriving any day.

If you missed out on the last long weekend great rental deal, there is another long weekend coming. May 24 is Victoria day in BC and we will be closed. Pick up your rentals on Friday and return Tuesday for only a one day rental.

Pt. IV ACCESSORIES

Jason K.

Itoya Easel Does It Art Profolio



Itoya is known for its unique ability to provide quality artistic presentation products, and they offer a refined desktop product to help present your masterful works of art; the Easel Does It Art Profolio. The Itoya Easel Does It Art Profolio is uniquely designed with an integrated easel stand which eliminates the need to be hand held or laid flat. The easel part also folds away for convenient storage or standard use. It is

accented with a silver button and elastic strap. Their covers are made of durable black polypropylene, and each page is pre-inserted with black acid-free mounting paper. The Portfolio includes 20 Pocket Pages. (40 Views). All portfolios come with durable black poly covers and each page is pre-inserted with black acid-free mounting paper. The following sizes are available at Beau photo:

| | |
|----------|---------|
| 8.5"x11" | \$15.95 |
| 11"x14" | \$27.95 |

Crumpler School Hymn Sale!

We have a limited number of the oh so cool Crumpler School Hymn laptop cases on sale here at Beau Photo! These sturdy, padded, semi-rigid, zip-up, work in/work out, protective laptop computer clamshell clutch cases are tailor made for 13", 15" & 17" MacBooks and Macbook Pros, although thinner PC laptops will also fit. Available in Blue, Red & Black.

| | |
|-----------------|---------|
| 13" School Hymn | \$28.95 |
| 15" School Hymn | \$31.95 |
| 17" School Hymn | \$24.95 |

Pt. V

ALBUMS & FOLDERS

Barb B.

TAP's website has now been updated to their 2010 catalogue. I've ordered a supply of the new brochures, and expect to have them fairly soon. Please look over their new offerings, and let me know what interests you? If you'd like samples of any of their new presentation items, please let me know, and I'll see what I can do about getting them for you.

FYI: They've changed the 'search' method.. there's a box to type in the item you're searching for (i.e. Panel mount or slip-in album). It should then display everything in that particular style of item.

As mentioned in last month's newsletter, TAP have discontinued a number of the less-popular items, added some new album and folder styles and new styles and colours in their box and tissue lines. If you notice that your perennial favourites are no longer listed (but you're still hoping to buy them), please let me know? I'll see if stock is still available at the warehouse. It might even be discounted!

We still have a few of the discontinued proof books and 4x5 Fanfare albums (white with acetate pages and reversible ivory mats) on hand at deeply discounted prices. If you're looking for a bargain for Parent, Grandparent or Bridesmaid souvenirs, the Fanfare might just be the ticket! If you haven't requested your 2010 catalogue set, you'll be pleased to know that many prices have actually dropped this year due to the strength of the Canadian dollar. (go, LOON!) You can contact me at barb@beauphoto.com

This is the time of year when the factories start to get overwhelmed with orders, so we'll need to allow a bit more time for our goods to arrive. Sometimes it's a production issue, sometimes it's a queue for imprinting services (usually 2-3 weeks); if you've got specific deadlines, let us know what they are and we'll do our best to get your goods to you on time. If you're concerned about timing, don't hesitate to contact me. I'll be happy to contact the factory to confirm availability.

Enjoy the May flowers.. and bring on the June Brides!!!

Pt. VI RENAISSANCE ALBUMS

Simon B.

Exciting News!!!!!!!

Beau Photo will receive four new demo custom books to show clients, please visit us in store as I am sure the new albums will inspire you when designing.

Reminders regarding PO Numbers

Just a reminder to contact me before placing each order for custom albums. Please e-mail me for a PO# along with your album details as it helps me to keep track of your album during production.

Reminders when ordering Stock Orders

Due to the increase in demand for special order items, please email me with your stock order with the item code and quantity. Once the order is processed the estimated arrival time is 3 – 6 weeks. This is for all special order items only!

There have been a few clients double ordering when awaiting special orders. This is easily done if you forget you have already ordered, or forget to quote your order number when following up, which could generate a duplicate order. Please try to remember this during the 4-6 weeks order period.

Questions and answers

If you have any question you can always contact us on our toll free number available for our out-of-town Renaissance clients. If you have questions about our Renaissance album line, or require support for the SoHo Styler Design Software, please give us a call at 1-800-994-2328. Please do not hesitate to email me at anytime.

Pt. VII FILM

Dennis H.

New Instant Film by The Impossible Project!



photographs by impossible testlab

Beau Photo is excited to have in store the much anticipated new instant film by The Impossible Project in Austria! This first flush monochrome film is available in 100 and 600 formats for use in the Polaroid SX-70 and 600 cameras. The PX 100 & 600 films render an astonishing pastel Sepia tone, combined with a highly sensitive overall exposure performance and sensitivity to processing temperature, to produce fresh characteristics and results. For those who are keen to try out the new films we would recommend following the specific instructions provided by the Impossible team. Our staff here at the store have shot with both films, and find that it is best to keep the film from light as it discharges from the camera, and avoid physical contact with the surface of the film as it is being processed. The resulting images are pleasing despite the occasional unexpected outcomes. We look forward to the color film from the Impossible team which is expected as soon as this summer and for now we are happy to have the first flush film. Come and check it out!

PX 100/ PX 600

\$27.67

Ilford's Ultra Large Format Film Campaign

Ilford Photo is now accepting orders for their annual run of ultra large format film. Many rare and specialty formats of film will be available for ordering. These will include the Ilford FP4, HP5, and Ortho Plus films in formats such as 2.24x3.25, 5x12, 11x14, and up to 20x24! Once orders are placed Ilford will produce the film in the summer and have it ready by the fall. For those who are interested in the film please feel free to contact me at film@beauphoto.com for a list of films available. There is no minimum order quantity for the film. The deadline for ordering is June 11th.

Pt. VIII EVENTS

THE 2010 PPOC NATIONAL CONVENTION *See us there!*

Excellent conferences given by renowned speakers from all over Canada and USA.

May 5 - 12, in Mont Tremblant, Quebec.

<http://inspiration2010.ca>

EMILY CARR GRADUATION EXHIBITIONS

May 2 - 16

Graduation Exhibition will take place at Charles H. Scott Gallery.

Undergraduate Exhibition will be at North & South Buildings at Emily Carr University.

<http://grad2010.ecuad.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>