

BEAU NEWS

October 2008
Photographic Pulp



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Photokina News Flash! **Hasselblad** has just announced massive price reductions on their **H3DII** medium format digital systems, as well as announcing an upcoming **60 megapixel** model! Call for details!

EOS 5D MARK II

Mike

(estimated at \$2800)

Finally, after three long years, and a week-long teaser campaign (that had Internet Canon fans practically frothing at the mouth with wild speculation and impatience), Canon has announced the successor to the venerable EOS-5D. Rather predictably, it has received the Mark II badge that Canon has used on other models. While some aspects of its specifications are slightly disappointing, which is not really surprising as you'll see, overall it does seem an extremely capable camera for the money with some unique features.

Topping the specifications is the fact that this is a 21 megapixel full-frame sensor – yes, the same resolution as the flagship Canon EOS-1Ds Mark III! In fact, with some advancements that Canon has made in sensor technology, this camera should actually prove to have the best quality of any Canon DSLR to date. The standard ISO range stretches all the way to ISO 6,400, with boosts available up to a stratospheric ISO 25,600. While the rated ISO range is equivalent to the superb Nikon D3 and D700 (both with only 12 megapixels though) it remains to be seen whether or not Canon has managed to squeeze quite the same high ISO quality out of that high a resolution sensor. However, just the fact that Canon is confident enough in its abilities to allow that high a setting, means it should be fairly good and very likely a step up from what the 1Ds Mark III can do in low light levels. So far, the high-ISO JPEG samples that have been posted to the Internet are looking quite promising actually.

Second point of interest is that the 5D Mark II can record full 1080p video (1920x1080) at 30 fps with autofocus, autoexposure and auto-white balance available during filming if so desired. The bitrate is extremely high (standard Quicktime 1080p H.264 at 38.6 Mbits/sec) which should allow for exceptionally high quality video. In practice, video files are limited to 4Gb in size, so for this level of quality it is likely you'll only get anywhere from 15-30 minutes worth of video, depending on content and thus compression efficiency – if you are shooting at wide open f-stops with a totally featureless blurred background, the compression efficiently should be very good for example and you may approach 30 minutes for 4Gb worth of recording. In addition, the 5D Mark II has a stereo microphone input (as well as a built-in mono mic) and will record PCM format

audio at 16 bits / 44.1 kHz. The autofocus is strictly contrast-detect on the main sensor so apparently focus is quite sluggish during filming, however at least it does focus!

You may wonder why you would have any reason to use a full-blown digital SLR, with its limitations, to film video when there are tons of inexpensive HD video camcorders now? Well the one point is lenses. You will get a truly unique look filming with an EF 85mm f/1.2L wide open, or a 400mm f/2.8, or a 14mm, a 15mm fisheye, a TS-E tilt-shift... you get the idea. The sensor in the 5D is physically larger than what many feature films are recorded on (35mm movie film is rectangular across diameter of the film, not length-wise like 35mm still film or a full-frame digital SLR) so you will have the option of a way shallower depth-of-field for a really unique look.

A notable posting on the 'Net on Vincent Laforet's blog, who was given a preproduction 5D Mark II for a weekend, described how stunning the video quality actually was, especially in extremely difficult lighting (dim sodium vapour for example) – he described it as “game changing” and several people he was working with all felt that the footage looked even better than from the highly touted 'Red' camera for example.

So, back to still photographers... the next point of interest is much improved weather sealing. While apparently not quite up to the level of the 1-series bodies, it does have sealed buttons and controls, much tighter body seams with seals along the main ones and so on. At this point it is still unclear exactly how much rain it can withstand and hopefully this will be clarified in the future.

Despite the high megapixel count, the 5D Mark II has a decent (but not spectacular) frame-rate and buffer: 3.9 fps for 14 raw files or unlimited (apparently!) large fine JPEG files on the fastest UDMA enabled cards. For a non-UDMA card, you will see a buffer of 13 raw or 78 JPEG files which is still very respectable for a 21 megapixel camera.

Two somewhat unfortunate points, as I see it, is that the autofocus module and shutter/mirror-box were essentially lifted from the original EOS-5D unchanged. What that means is you will get the same focus performance, shutter lag and mirror blackout times as the old 5D. As far as focus, that is not such a bad thing, since for anything other than demanding sports shooters, which is not the target market for this camera of course, the camera's AF should perform admirably. It has gained the AF micro-adjust system that the pro-bodies (and the new EOS-50D) enjoy and will benefit from faster focus-tracking calculations that the new faster Digic 4 processor promises, so there will be improvements in AF in some situations. That said, many people were hoping for slightly more focus points that reach a little further towards the edges of the frame but alas, that is not to be

for this update. Also, the high-sensitivity focus system enjoyed by the 40D and new 50D bodies, where all 9 focus points are cross-sensors effective to f/5.6, is not something that has been added either.

As far as shutter lag and mirror-blackout, the issue there is that to many people (myself included), the original EOS-5D had always felt a little sluggish to use. It just does not snap off photos with the kind of quick response that one might expect from a higher end DSLR. Even the EOS-20D/30D/40D were all much snappier feeling in use. Unfortunately it appears as though the 5D Mark II will share that same feeling of sluggishness. Now again, based on the target market for this camera, no one will likely be too bothered by this minor limitation.

Nonetheless, this camera is a stunning upgrade and my few nitpicks above certainly do not change the fact that the EOS-5D Mark II is likely the absolute best value in a high-end DSLR today. In fact, had they made it any better, it would likely have seriously cut into the sales of Canon's 1-series pro bodies. Well actually, I suspect that it will anyways...

So if you want to order the "game changing" EOS-5D Mark II for yourself, make sure you call and have us put you on our waiting list soon – the list is fairly long already and I suspect the first shipment we receive will be sold out. The new 5D is slated to start shipping at the end of November...

CANON EF 24mm F1.4L

Ken

Replacing the EF 24mm f/1.4L USM, the EF 24mm f/1.4L II USM has been completely redesigned to provide a perfect match to Canon's new EOS digital SLRs, the EOS 50D and EOS 5D MarkII.

The EF 24mm f/1.4L II USM offers:

- Fast f/1.4 aperture,
- Aspherical and UD lens elements for correction of chromatic aberration,
- Sub Wavelength structure Coating (SWC) to dramatically reduce ghosting and flare,
- Circular aperture for pleasing bokeh,
- USM for full-time manual focus,
- Lead-free glass (RoHS compliance),
- Lens hood and pouch

Superior image performance

Featuring a 13-element, 10-group lens, the EF 24mm f/1.4L II USM is designed to achieve the highest standards of image quality. Two high-precision GMo aspheric lenses are employed to correct various forms of aberration such as curvature of field and distortion, with a floating mechanism ensuring crisp corner-to-corner detail throughout the focal range. In addition, two UD lenses reduce the chromatic aberration common in wide-angle lenses.

A fast, ultra-large maximum aperture of f/1.4 delivers excellent low-light performance, with the circular aperture offering the potential for creative out-of-focus highlights (bokeh). A focal length of 24mm and a USM focus motor providing full-time manual focus also make the EF 24mm f/1.4L II USM ideal for situations where a wide-angle, high-performance lens is required.

Advanced lens coating

Reflections off a digital camera's image sensor can compromise images with ghosting and flare. To help reduce this, the inside of EF 24mm f/1.4L II USM's front element is treated with Canon's new Sub Wavelength structure Coating. Developed specifically to work with Canon optics, this anti-reflective coating helps reduce flare and ghosting - for consistently crisp, undistorted images.

Robust build quality

The EF 24mm f/1.4L II USM is designed to withstand the rigors of even the most testing shooting environment – with Canon's advanced weather and dust sealing making it the perfect choice for photojournalists and landscape photographers.

DIGITAL SURVIVAL KIT from Photographic Solutions

Shawn



It's all you need to keep your sensors and optics clean while on the road. The kit comes in a nylon pouch which has a belt loop on the back side. Available in each of the 3 Sensor Swab sizes, the kit includes:

2.0 oz Eclipse cleaning fluid,
25x PECPADS, 12x Swabs, 4x E-Wipe,
1x Brushoff, 1x Magnifier with light,
and a travel pouch.

October Sale Price **\$154.95**

ALBUMS Hey, how's it going?

Timshel

Things are settling down nicely for me here at Beau now that Renaissance's "Happy 20th Anniversary" promotion has come to an end. I hope that all you album creators had the opportunity to take advantage of this great offer, but I suppose if you didn't there will always be their 30th. Until then, however, we have other things to think about.

The next big event for us, is the (dun dun dun) **Christmas Cutoff**

Yup, it's that time of year again. If you don't get your files to Renaissance before the deadline with the word **HOLIDAY** marked in the notes you are going to have wait for the new year to get your album. So, try your best to wrap it up and send it off ASAP. Here is the breakdown for the dates, but keep in mind, if they get overloaded there is not much they can do, so the sooner you FTP the better!

Option A (*Mounting & Binding only*) The order must be in house by **Friday Nov. 14th**, so plan to ship your prints *at least a week before*.

Option B, C, Soho (*Printing, Mounting & Binding*) Order must be FTP'd by **Friday Oct. 10th** so they have time to print.

Please note that if you want the *Brushed Aluminum cover with graphic or engraving*, regardless of how you are ordering, Renaissance must receive your order by **Friday Nov. 7th**. Period. No exceptions.

And if you can't make those deadlines? Well, those blushing brides and gorgeous grooms are (hopefully) happily hanging in honeymoon bliss and will notice nothing naughty (only nice) in the spirit of securing something super from Santa's sack. All composed alliteration aside, I hope you all have a optimal October and I'll see you at Beau!

FOLDERS

Barb

Happy Fall, everyone! Summer's over, the kids are back in school, and it's time to start thinking towards Christmas.

Most of our manufacturers have given us their deadlines for before-Christmas delivery (note that Timshel's Renaissance deadlines are different from mine). I'll be placing my last orders by **November 21st**, so please make sure you've sent in your wish lists by then.

Christmas Party Shooters: Your presentations will probably need to be re-thought this year. With the demise of Polaroid film, those of you who were using Spectra (990) and 600 (779) film will need to look at other options. If you have any film on hand, we still have a small quantity of the Santa folders for both the 4x3 and 3x3 images. Please note that we will not be reordering these sizes

unless specifically requested, and only by case quantity (500). Because of this, I've stocked up on the 4x6 'Santa' folders. Once supplies at the factory are gone, they won't re-manufacture until next year. Please let us know how many you anticipate needing as soon as you can? We'll set them aside for you.

Will you be needing *Photo Christmas Cards*? We have several styles on hand, at extremely good prices. Packages of 25 cards with envelopes are marked at \$4.00 per package, and 12 cards with envelopes at \$3.00 per package. These are a good alternative for Children's Holiday parties, Senior homes, and Pet and Santa shoots.

The new manufacturer of the *DF Build-a-Book (hinge-style) Album System* has tested the machinery, is confident that they can produce a product that's as good as (or better than) the last manufacturer, and has begun to ship. Prices have increased by 12% , and we'll special order for you as orders are received.

RENTALS

Kathy

Soon to be new in rentals...

With all of the big announcements just in time for Photokina, there are quite a few new things we are looking forward to getting for the rental department. First a quick reminder of the recent additions - from Nikon we have the D700 body, the very popular 24-70 f2.8 and 14-24 f2.8 lenses, and an SB900 flash. Now on to the 'so new we haven't even touched one yet' items. As soon as stock is available, I will be putting in two Canon 50D bodies, two Canon 5DMkII bodies, and two Nikon D90 bodies. No word yet on when they will be arriving but it should be before the end of the year.

And as if we weren't spending enough in the rental department this fall, Photo Plus Expo is not too far away. I will be going to have a look at what's new and exciting in person so we'll see how much equipment I can cram into my suitcase without Carol noticing! I'll give a report on what we find there in the next newsletter.

PLASTIC PHOTOGRAPHER

LOW TECH PHOTO SHOW & CONTEST



Submit 3-6 Photographs made with **non slr, non digital low tech cameras** by **October 10** to Beau Photo at 1520 West 6th Avenue,

Vancouver BC V6J 1R2

For contest guidelines go to

www.beauphoto.com

e-mail: film@beauphoto.com

Show opens Nov 6 at 221A Artist Run Centre

Did you miss CAPIC's presentation by Selina Maitreya? You can still purchase her book **HOW TO SUCCEED IN COMMERCIAL PHOTOGRAPHY** *Insights from a Leading Consultant* at Beau Photo. \$20 all proceeds go to CAPIC.

EVENTS

THE DRIFT

Art on Main Street

Featuring Beau Photo's Kathy Kinakin and Jeff Downer

October 3, 4, and 5

Opening group salon exhibit at JEM Gallery Friday October 3

Kathy Kinakin will show at Bungalow, 2152 Main Street, and

Rath Art Supplies, 2410 Main Street

Jeff Downer will show at Narrow Office Lounge, 1898 Main Street

ABBOTSFORD PHOTO ARTS CLUB Seminar 2008

32 Workshops and a presentation by Darrell Gulin

On Saturday October 18 at Mennonite Education Institute in Abbotsford

And Sunday October 19 at the Terry Fox Theatre in Burnaby

Go to www.apac-seminar.ca/registration.htm to register

ROSALAND NASHASHIBI

Presentation House Gallery

Public reception with the artist,

Friday October 10, 7pm

Artist talk October 9, 7.30pm

Show continues through November 2

www.presentationhousegall.com

WACK!

Art and the Feminist Revolution

Vancouver Art Gallery

October 4 - January 11, 2009

www.vanartgallery.bc.ca

JEFF DOWNER

Erasure

The JEM Gallery

225 East Broadway, Vancouver

Opening reception October 16, 8pm

Exhibit continues through October 31

IN STORE EVENTS upcoming

Lensbaby workshop November 7, 8