



BEAU PHOTO SUPPLIES INC.

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Dear Customer:

This autumn marks *Beau Photo's 20th anniversary* in business. Our success and reputation rely both on our relationship with our customers and our knowledge of and selection of products.

We would like to take this opportunity to ask our valued clients, past and present, for input. Your opinion means a lot to us, as it is the basis of our business. Please take a few moments to complete the attached questionnaire.

Responses can be mailed to Beau Photo (**Attn: Customer Survey**) or faxed to **our secure customer survey fax # 604-734-7743**. Your response will help us measure the quality of our customer service and assess if our product lines meet your needs.

Once we have received your response, your name will be entered in our draw on September 30th, 2002 to **win a pair of Canon Image Stabilizer 10x30 IS Binoculars** (retail value - \$600.00). Thanks for assisting us in our effort to improve and to provide you with the best service possible.

Sincerely,

"Angie" Apostolides

President

Carol Polloni

General Manager

Newsletter Update

Make sure you don't miss a single issue of our monthly (usually) fact-based, fun, action-packed newsletters. Sign up for automatic e-mail delivery. Just e-mail Ken at info@beauphoto.com and he'll make sure your on the list!

Album & Folder Update

Ho, Ho, HOLY SMOKES!!! We're barely back to school, and the Christmas Card brochures are already arriving! I have a limited number of the TAP brochures on hand. If you'd like a copy for your store or studio: call, fax or e-mail me. I'll be placing orders for this year's stock **no later than October 15** to ensure timely delivery.

WE ARE BLOWING OUT PREVIOUS YEAR'S STOCK! We're offering **LOWER THAN LOW PRICES**. Sample packs are available. Call soon!

We have received a small (3%) increase on the "**Primo**" line (only) from the nice people at **DF Albums**. Their "**Maestro**" line has not been impacted. New price lists are available now.

Barb Batchelor

Albums & Folders



Digital News • Fuji FinePix S2/Pro

New from Fuji is the FinePix S2/Pro digital camera which is based on the Nikon F80 camera body. What first comes to mind, when talking about the S2/Pro, is that the image quality of this new camera is stunning, especially in RAW mode. Although I haven't done many direct comparisons yet, I would have to say the S2/Pro may just have the highest overall image quality of any digital SLR on the market today. Fuji has tweaked and improved the third-generation Super-CCD in the S2/Pro to the point where its full 34.7 Mb images (!) show virtually no noise, display minimal artifacts and have a very sharp and generally "clean" look. As in most other recent Fuji digital cameras, the S2/Pro also boasts natural skin-tones, a very "film-like" response to overexposed highlights and an overall excellent colour-balance.

The actual resolution for the Super-CCD in the S2/Pro is 6 megapixels but through Fuji's unique, 45° angle offset, hexagonal pixels and proprietary interpolation algorithm, the images come off the camera as 12 megapixel files. This is by far, Fuji's best Super-CCD yet, and the 12 megapixel images produced hold up exceptionally well to close and critical scrutiny. Straight off the camera, images have great colour and contrast and excellent sharpness and unlike many other digital cameras, they require very little work in Photoshop to generate excellent looking prints. Here is a quick rundown of its major features:

- 6.17 megapixel Super-CCD producing an in-camera 12.1 megapixel file
- Standard Nikon F-Mount fully compatible with all Nikkor AF lenses. Older manual focus Nikkor lenses work in manual mode only with no in-camera light metering.
- ISO 100-1600 sensitivity
- JPEG, TIFF or RAW (36 bit) files at a maximum of 4256x2848 pixels
- Standard studio strobe PC Sync socket
- Uses CompactFlash Type I and II (including IBM Microdrive) and SmartMedia cards
- Will take 4 standard rechargeable AA batteries (NiMH recommended)
- Most primary functions can be set from a unique dedicated LCD function menu
- Available as a bundle with Fuji's HyperUtility software which offers advanced RAW file conversion options and image management features.
- Built-in USB and Firewire interface ports
- Fuji S2/pro only is \$3399 or with HyperUtility software, the bundle is \$3699.

If I had to nitpick, it would mainly be with regards to the Nikon body. When compared to the Nikon D1/D1h/D1x it falls short somewhat in autofocus performance, focusing screen clarity, maximum flash sync speed (1/125 on the Fuji vs 1/500 for the Nikons) and overall durability. However, all those features come at a cost and the Nikon digital pro SLR's, which are based on the higher-end F100 body, are many thousands more expensive. The Nikon D100, which is the Fuji's closest competitor and is also based on the F80 body, fares no better in any of these "nitpick" areas either. Ultimately the Fuji is great value for the money, is compatible with the majority of Nikon lenses, flash units and other accessories and most important, it has exceptional image quality... and for many photographers, that is all that really counts.

Mike

Digital Imaging Dept.