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Album & Folder Updates

It's beginning to look a lot like... Christmas? Yes, Virginia, Christmas Card brochures have begun to arrive. I've requested a supply of brochures from the good people at TAP; call, fax, or email Barb (info@beauphoto.com) for your own copy. In-stock cards have been deeply discounted; and supplies of some styles are limited. Special orders will be placed with the factory until November 15, 2004.

NEWS FLASH!!!

Our friends at Harwood Manufacturing (the 'new' DF) have advised that our long wait for product is almost over. They report that their warehouse should be fully stocked by late October. Stay tuned for further details...! (Whew!)

Barb

News Flash..

Beau Photo joins the Kyoto Accord!!

Well, not quite, but we are doing our best to support those who are working on reducing air pollution. We have now installed a bike rack in front of the store so you have a safe and convenient place to lock up your bike. So when you have only a few things to pick up and you don't want to start up that fossil fuel munching machine, ride on down to Beau Photo on your clean air machine. You'll be doing yourself and the environment a favor.

Ken

Product sales / Purchasing

Rental News

The new **Canon 20D** - It can be all yours for a day or a weekend, no camera purchase necessary. The Canon 20D is now available for rental so you can take it home and try it out, if you are thinking about buying it. The kit comes with 1 lens, 2 cards, batteries, a card reader, manuals, and software, and rents for only \$150/day. As with anything in our rental department, if you decide to buy one, you will receive a credit equal to one day in rental charges toward your purchase. Find out what all the fuss is about, give the 20D a try.

Kathy

Rentals

News From Film

Beau has recently welcomed two new members of the Lomographic Society onto our shelves: The FrogEye camera is the perfect way to dive into photography without fear of water damage. The 27mm, 5.6 lens is packed into a waterproof casing that will protect it while under water (up to 4 meters). The built in flash fires when needed, the film advances automatically and the roll rewinds for you when done. No fumbling about in the water necessary! "Gunsight" viewfinder helps with precision shooting while wearing a diving mask. A neoprene case is included for easy transport, just strap it around your bicep or calf and you're set! Comes with batteries, film, and a cleaning & servicing kit. All for only \$77.50.

Next up, the Oktomat, equipped with 8 lenses (two rows of four) that fire in succession for an overall exposure time of 2.5 seconds. Use standard 35mm and create your own unique serial photographs. You can even go to the Lomography web-site and turn your photos into mini movies! Great fun for everyone!!!! Only \$52.00!

Serena

Film & Paper Sales

October
2004

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Albums & Folders



Whassuup !!!

Lets talk lighting.....

I could not count how many times I have been asked: "Should I buy a pack system or a mono light system"? Well here is "my opinion".....

For those of you shooting in studio or doing the location thing, I believe that a mono light system is the way to go and here is why.....

First off, they are way more affordable than their power pack counterpart. As an example: a 2000 w/s Dynalite pack sells for \$2299.00 and then each head is another \$499.00, no stands, umbrellas case etc.... So the math on a 3 head system totals \$3799.00.

Now lets look at the Hensel studio kit. 3-500 w/s mono heads,3-stands, 2- umbrellas & reflectors, 1-grid & grid reflector and soft case. This complete system sells for \$2699.00. So what are the pros & cons you may ask ?? Well, the pack system will be much more robust (pro) but usually heavier (con). The pack system will have quicker recycling (pro). The mono lights are self-contained (pro), lighter (pro) and not tethered to a pack so you are free to move them where you need to without too much difficulty (big pro). And finally the mono lights are more affordable(pro).

So when deciding what your lighting system will be think about what I have just mentioned but also remember that each of us have different applications and one system may be better suited over the other.

Chris

Pro Sales

Digital News

Nikon D2x Digital SLR (due to ship in January 2005)

Finally Nikon has announced that camera that many professional photographers have been waiting for. The new D2X will have a whopping 12.2 Mp CMOS sensor – the highest actual pixel count sensor ever put into a Nikon lens-mount body. And yes, you read that right – CMOS!

There are many unique points about the D2x and rather than being a "me too" camera, it looks like they have made a genuine effort to differentiate themselves from the competition. Not only will the D2x appeal to portrait and studio photographers with big, beautiful, high-resolution files, but it will also appeal to sports shooters and photojournalists. Why? Well, unique among digital cameras, it will also sport a reduced resolution mode able to capture at a higher frame rate. How does 8 frames per second (for 35 JPEG or 26 RAW files) sound with a 6.8 Mp file size? It will be like having two cameras in one. The only oddity (and telephoto shooters will love this) will be that, rather than Nikon's standard 1.5x crop factor DX sensor, it will be a 2.0x crop in high-speed mode. That means that a 300mm f/2.8 lens will effectively become a 600mm f/2.8! The crop is indicated with framing lines in the viewfinder. The only problem might be for high-speed wide-angle shooting... but then how often does one do that? Not that the D2x will be a slouch in high-res mode though - how about 5 frames per second (for 21 JPEG or 15 RAW) at the full 12.4 Mp image size... pretty good, yes?

Basically, the body and other camera level functionality is lifted from the very capable D2h and while I don't have room here to get into all the details, I will mention one more interesting innovation: uniquely among digital cameras, the D2x will have Analog-to-Digital (A/D) converter integrated white-balance gain circuitry. Huh? Well, virtually every other digital camera applies white balance and other image processing steps after the data has been captured from the sensor and converted to digital form. On the D2x, Nikon is providing the capability for the camera to process the analog data with white-balance information before it is converted to digital form. This potentially could reap tremendous benefits when shooting under really difficult ambient lighting situations by improving image tonality and possibly reducing noise as well. In effect, this pre-A/D filtering is almost like putting color correction filters in front of your lens. We will have to wait and see how much benefit there really is from this but it sure sounds good so far...

Pricing on the D2x is still up in the air, but it is expected to sell for just under \$7000. We already have a pre-order list started, so if you want to be one of the first to get this camera, give us a call! Or, if you just want more information... give us a call too!

Mike Mander

Digital Imaging Dept.