

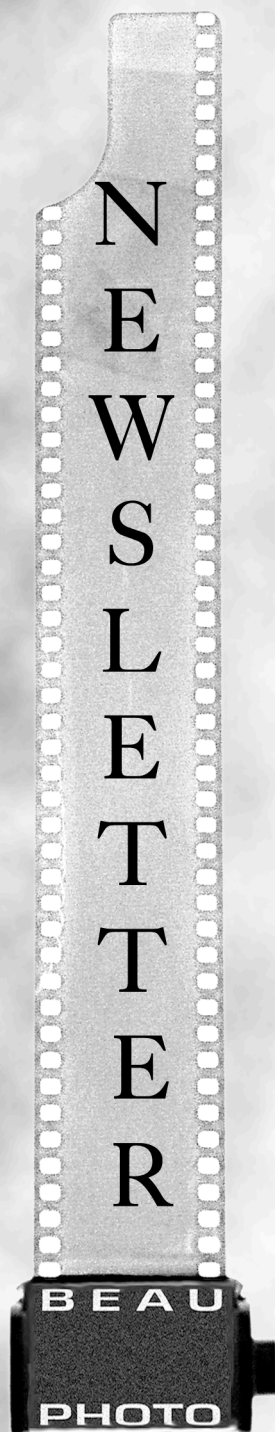
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April
2005



Big Congratulations to 2 members of the Beau Photo team.

Fuji Challenge – Merit Award Winner - Ken Shymka

The **Fujifilm** Winners Gallery represents some of the finest work entered in the 2004/2005 Fujifilm Professional Photography Challenge. The winners are photographers who have been recognized by Fujifilm for their exceptional talent and artistry. For more info: www.fujichallenge.ca/

Serena McCarroll solo exhibition "Sidelined" at the Itten Gallery

Now thru to April 6th, 2005

Don't miss this one! "Sidelined" is a series of photographic images derived from traditional ballet performances. As the title suggests, the focus here is not center stage but rather the highly trained dancers whose roles are of an ancillary nature. In shifting her attention to those anchored to the periphery, McCarroll contemplates the condition of lost potential. The reviews are in – two thumbs up! For more info: www.itten.ca

Albums & Folders

It's all about Taprell Loomis

New, and in stock now is a great CD holder which attaches to the 4x5 Customview Folio. It's an inexpensive yet classy way to present a CD (or CD plus 4x5 or 5x5 photo) to your client. \$7.25 ea.

TAP has discontinued their brown Memory Mates and Panel Mounts – so get them while you can. Speaking of discontinued - all in stock Cal Cocoa folders – ½ price.

Barb

Album & Folders

Hot Deals on Hot Products !!!

15% off on all Vel-lux Products !!! Spring is here, and we at **Beau Photo** want you to look your very best! A...nd what's the word this spring for the well dressed photographer? Accessorize, accessorize, accessorize. What better way to spruce up your look and impress your clients than with a sexy new portfolio! So it's time to retire that tired old portfolio and think shiny, black and new. We have a wide selection of different styles and finishes. So come in and check it out and grab yourself a great deal. Sale prices are on in stock merchandise and on a first come first serve basis. Don't delay or you may be disappointed!

Ken



Product Sales/ Purchasing

The annual Fuji Spring Portrait Sale starts on Monday April 4th.

Be sure to check our web site for sale pricing.

Serena

Film & Paper Sales

Waaaaazzzup from “da rear” !! (formally “the back”)

It is with great pleasure and glee that I announce to you today the release of Hensel Studiotechnic's new line of Mono heads. The Integra 500 will now be known as “The Integra 500 Pro ” and “500 Pro Plus”. Now what is so “new” about them ??? Well not much really on the “500 Pro” but the “500 Pro Plus” adds many new features including built in radio remotes, auto energy saving mode for modeling light, improved reflector mounting and extruded aluminum housing. I know.... WHOA !!! So lets talk about these features. First off, the radio remotes, no, they are not **Pocket Wizard** compatible. They are a **Hensel** radio system best suited for short distances (i.e 50 ft). What's nice about them is that the receiver has a built in shut off mode that knows when you're not using your strobes and shuts itself off. The other cool feature is the energy save mode (can we say KYOTO ACCORD?) This feature can be set to any interval from 5-90 min. where an automatic power monitor reduces your modeling lamps to a preset value. As soon as your strobe is reactivated, the previous value is restored...Cool !! No more over heating and better lamp longevity. As the brochure states : “Only after touching these units, operating them and working with them is it possible to fully appreciate our immense experience”.

Chris

Pro Sales

New in Rentals

The world of digital changes quickly and the rental department at Beau is working hard to make sure you have the latest in digital cameras available to try out. In fact ,**Beau Photo** is still the only place in the lower mainland that rents a dedicated high-end medium-format camera back. This month we've added the new and long anticipated **Nikon D2X** camera-read the digital write up in this months newsletter for more information on this camera. It rents for \$250/day and includes 2 1GB memory cards and 2 batteries. We have also added **Canon's** new **Digital Rebel XT** to rentals. It's an 8 megapixel SLR camera with many of the qualities and features of the Canon 20D but in a lightweight, less expensive body. It rents for \$100/day including the 17-40 mm f4 L lens. It's a great camera if you are thinking about getting into digital but don't want to spend the big dollars. If you rent it and love it so much you want to buy one, one day of the rental charge will be deducted from the purchase price. Also our new, updated 2005 rental guide has just hit the stands. Be sure to check out all the new additions in the digital rental department. Come in and get your copy or check it on our website.

Kathy

Rentals

Digital News - April, 2005

Update: Nikon D2X Now that the D2X is in the hands of a few photographers, it seems to be proving itself as a worthy tool and well worth the wait for die-hard Nikon shooters. Its performance and handling are, of course, absolutely superb and its image quality is surprising people. Up to ISO 400, noise levels are minimal and what little there is seems very fine-grained and film-like with no visible pattern – quite unobtrusive really. We have a huge 40x60 inch print hanging upstairs at Beau Photo which was shot at 400 ISO and printed with no special sharpening, up-sampling or noise reduction software – just your basic, simple Photoshop. You will have to see for yourself but I would say it looks pretty darn amazing!

Higher ISO raw shots respond well to programs such as Noise Ninja and the D2X's in-camera noise reduction on JPEG files seems very effective in most cases as well. Many have asked whether or not a 12 Mp file from the D2X can compete with a 16Mb file from a Canon EOS-1Ds Mark II... well, in my opinion it holds up very well indeed at the lower ISO's. I would say that at ISO 800 or higher, one sees the Canon pull ahead with regards to straight-off-the-camera image quality – primarily with respect to noise levels and shadow detail in raw files. However, I believe these differences in high ISO quality would not be all that visible except on much larger sized prints.

You may ask, doesn't the Canon still offer much better image quality, even at lower ISO's? It does have 4 million more pixels... Well, look at it this way: a 20x30 inch print from Canon 1Ds Mark II will print at 166 dpi and the same size image will print at 143 dpi from a Nikon D2X. That is the difference – in this case, an extra 23 dpi of resolution on a 20x30 inch print. Would you notice the difference? Maybe on some types of images... but probably not in most cases. If your life behind the viewfinder is mostly spent at 1600 ISO or higher and your images are frequently used for making huge prints, then you may not be as happy with the D2X - otherwise it is a superb photographic tool with excellent image quality and it can be used to make huge prints, just like its arch-rival from Canon. Each camera has its particular strengths and both are fine products. Call us for more information on the D2X, and by all means, drop by and look at the big print!

Mike Mander

Digital Imaging Dept.