

BEAU PHOTO SUPPLIES INC.

1520 W. 6TH AVE
VANCOUVER, BC
CANADA V6J 1R2

PHONE: (604) 734-7771
FAX: (604) 734-7730
www.beauphoto.com

NEW STUFF IN FILM!

I would like to introduce you to 'Fotote', the photo lover's tote bag. Create your own fashion accessory using your favorite photos! This clear plastic tote has been augmented with 16-4x6" pockets for you to experiment with: juxtapose patterns, show off your cats, tile together inkjet prints to create a bigger picture...oh, the possibilities. What could be more fun? Only \$18.00!



And for all those Holga lovers out there, we now have Holga filter kits. Outfit your Holga with a filter holder and choose between 4 different colour filters and/or 3 different split image filters

Serena

Film & Paper Sales

Waaazuuuuup from the back !!!!!

Well it looks like it's time for some spring cleaning. Below is a small but well rounded list of used digital cameras.

Canon Digital Rebel w/18-55 & 55-200 lenses	\$700.00
Canon Powershot Pro 1 w/teleconverter & adapter	\$800.00
Canon SD-10 digital Elph w/all weather housing and battery	\$400.00
Fuji M603 w/docking station, extra battery	\$300.00
Olympus C50 w/3-128mb cards	\$500.00

Please keep in mind there is only 1 of each and they will sell fast.

Chris

Pro Sales

New in rentals!

Have a big job and need a big chip? More specifically, a full size digital sensor in a 35mm camera? We now have the **Canon EOS 1DS Mark II** in rentals. It features a full size 16.7 megapixel CMOS sensor which produces files that will give you a 50MB 24 bit uncompressed TIFF. It also has ISO settings up to 3200. Mike says that he's tested the camera at 1600 ISO and found the image quality to be very good. Now you can use all your Canon lenses without having to think about a lens conversion factor, and your wide angle lenses are all wide again! The camera will rent for \$350 with two batteries and two 1GB CF cards as well as cables and software.

Kathy

Rentals

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2005

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Digital News - PMA 2005, Orlando

Back from Florida with lots of Everglades images and some photo industry news as well. Here is a quick summary of some items that will be of interest to our customers...

The **Nikon D2x** was on display and I had a chance to handle it and take some shots. Initial impressions are extremely favorable! The camera has a huge, beautifully clear and bright viewfinder (best ever on a Nikon dSLR), stellar ergonomics, very fast focus, shooting and image playback, very "intelligent" and accurate exposure meter and a wonderfully muted and damped mirror/shutter mechanism, for a high-speed pro camera in any case. Image quality at ISO 400 and below is stunning - great sharpness, excellent color fidelity and very low noise levels. ISO 800 is still quite good and on a properly exposed photo (easy to do with its accurate metering system), noise is still fairly well-controlled. On the "pushed" Hi-1 and Hi-2 ISO settings, nominally ISO 1600 and 3200, noise does start creeping in more noticeably when you examine an image closely but Nikon seems to have a very sophisticated noise-reduction system in place which keeps it in check without destroying too much fine detail in the process. The good news is that I did not see any hint of pattern noise, even on severely "pushed" high ISO exposures - a common problem on many other digital SLRs. Considering how fine the noise is, based on the camera's high resolution, I don't believe it will cause problems unless you are shooting high ISOs and making really huge prints. Nikon had some very large prints (bigger than 20x30) on display at PMA and the image quality from the D2x was stunning! There are some initial reviews on the Internet now and, perhaps surprisingly, some measured noise level tests show that the D2x actually betters the D70 at every ISO. That is no easy task when you pack twice as many pixels into the same area! Look for D2x bodies to finally start trickling in soon.

New from **Canon** was the **Digital Rebel XT**, expected to sell for \$1099, body only. This is an extensively updated Rebel which sports a new 8 million pixel CMOS sensor and a huge raft of feature upgrades. Although the sensor is not the same one as in the EOS-20D, it does boast many of the same technological advances and image quality promises to be virtually identical to the 20D. Most of the missing features that "crippled" the original Rebel when compared to the EOS-10D are now back in place. The Rebel XT is way more responsive in shooting and playback as well since it incorporates the same Digic II image processing engine that powers the 20D. My only disappointment is the use of a new battery: it does not take the BP-511 pack anymore, rather a smaller battery that powers some of Canon's digital point-and-shoot cameras. They have done this to reduce the size and weight but luckily the number of shots per charge is supposed to be equivalent to the older Rebel since the new camera is more power efficient. Speaking of size and weight, this camera is positively tiny! It feels solid but anyone with normal to large sized hands will likely want the battery-grip to improve its "holdability". In addition, the original Digital Rebel is not discontinued but will be selling at a new lower price point - \$849, body only. Canon also announced an excellent new **EF-S 60mm f/2.8 Macro** lens with 1:1 capability that will work on the Rebel/Rebel XT/20D bodies. A quick preliminary look I had at its image quality impressed me

Watch for a new digital projector, the **Canon Realis SX50**. This new LCoS projector is beyond HD-TV quality and offers absolutely stunning image clarity, contrast and color saturation both for showing still images or for home theatre use. **We will have a demo unit set up for display from Monday, March 14th to Friday March 18th.** You have to see this beauty in action - it will blow your mind! This quality does come at a price - around \$5800.

Epson has announced their **R-1800** 13x19 inch printer that uses the same Ultrachrome High-Gloss inks that the current R800 uses. It is not a replacement for the Epson 2200 however and Epson still recommends the 2200 for the highest quality prints on matte and fine-art papers. The R-1800 will be significantly less expensive than the 2200 but we have not yet firmed up pricing for it at this point.

Other items of interest at PMA were some new portable hard drives and DVD burners for downloading images from your digital camera while in the field, an excellent new printer from **Hewlett-Packard**, the **Photosmart 8750**, that has a 9-ink system with two grey inks for amazing out-of-the-box dead-neutral B&W prints and archival longevity with certain papers, and a raft of new point-and-shoot cameras, CCD cleaning products, software and other miscellaneous items that we are looking at possibly bringing in. Call us for more details on any of these items!

Mike Mander

Digital Imaging Dept.