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Hot off the Presses..... literally !!!

If you've been in lately you may have noticed some colourful new additions to our sales counters. They're of course, *Photolife* and *Ripe* magazines. They both make an excellent addition to the professional photographers library. Whether it's the great photographs, interesting and relevant reviews on the hottest new camera gear or the well written stories and interviews, *Photolife* and *Ripe* have something for everyone. Plus they're published in Canada for Canadian photographers ...eh !

Ken **Product Sales and Purchasing**



New in Film

The new **Lomographic Fisheye** Camera is here! The excitement surrounding this little plastic beauty is palpable. Touted as "the world's first honest-to-God fisheye camera" with 170-degree field of vision, it comes complete with built-in electronic flash for the measly sum of \$64.50.

A note to all you **Fotote** lovers: Beau is now able to offer you quantity discounts and case pricing. For those wedding photographers among us, **Fototes** are a perfect way to package your client's wedding album. They were a smash hit at the PPOC convention in Calgary. Be sure to check out our website to learn how to tile together an image using our handy Fotote template.

And don't forget about the Fuji Spring Portrait Sale! Details on line at www.beauphoto.com

Serena

Film and Paper Sales

This month in rentals...

Last month Chris introduced the new **Hensel** monoheads and this month they are available in rentals. Monoheads are a great way to do a quick and simple shoot, easy to transport and set up, and easy to use. These new Hensel lights look very promising and I think will prove to be quite a popular rental kit. You get two 500ws heads, two stands, and two umbrellas for only \$70 day. Don't forget that renting is also a great opportunity to try before you buy!

Kathy

Rentals



Waaazzuup from ' da back !!!!

Well as you all have probably heard, Nikon has officially announced the “new” D70s. In fact, what they have done is “refined” the old D70 and add some new features. One of these new features is advanced white balance control. Included is the preset option for using a gray or white object as a reference for white balance, which I think is pretty cool, as well as white balance bracketing and your choice of six specific manual settings with fine tuning capabilities. Not that the old battery was any slouch, the new EN-EL3a is reported to deliver enough power to shoot up to 2500 images on a single charge!!! (See Nikon’s fine print for details) And seeing is always believing.... How about a 2.0 inch LCD monitor? Do you want fast start up and decreased shutter lag? The D70s gives you both. And of course the huge ram buffer (3 fps for 144 frames) still exists, along with the shutter speeds of 30- 1/8000 second and 1/500 second flash sync speed. All in all some great improvements. If you’re that photographer who finally wants to take the next big step and get into digital photography then now is the time.

Chris

Pro Sales

Digital News

Imacon Ixpress 132C ** May SALE ** Save \$5,000 !

For anyone shopping for a high-end digital back, May might just be the month to do it! Imacon has put a smokin’ price on their top end single-shot back. This back packs a full 22 million pixel, near-645 sized sensor into a digital-back the size of a Hasselblad film magazine. Adapter plates are available for all major medium format camera systems, including Hasselblad’s traditional V-series bodies and their new autofocus H1 645 format body, Mamiya RB, RZ, 645 and 645AF bodies, Fuji GX680, Rollei 600X/ AF and Contax 645AF. This is one of the benefits of Imacon’s Ixpress backs – you are not locked into buying a back for any one camera system. If you should change camera systems, simply buy an inexpensive new adapter plate, NOT a whole new digital back!

Also included is Imacon’s ImageBank storage unit. This portable VHS-cassette sized hard drive can be worn on your belt, or slung around your shoulder with the supplied carry pouch. It can store upwards of 800 RAW files to boot! With its standard replaceable Sony NPF-style rechargeable Lithium-Ion camcorder battery (available anywhere) you can shoot for as long as 4 hours straight on one charge.

How big a print can you make from a 22 Mp digital back? Pretty much any size you want. There is a huge amount of clean image “information” in a digital file from an Imacon back and with some tweaking, there aren’t many situations I could imagine where you would be limited in what you could do.

Imacon FlexColor Version 4.0 Software

Also new is Imacon’s latest driver software for their Ixpress digital backs. Version 4.0 brings many exciting and innovative improvements including the following:

- 1) Optimized for dual-processor Macintosh G5 systems. Batch converting Imacon 3F (raw) files to TIFF is now up to 5 times as fast! On our dual G5 here at Beau, the new software will crank out 132Mb TIFF files in around 20 seconds each!
- 2) Demosaic algorithms have been tweaked to give even cleaner and sharper files.
- 3) Support for high-speed batch conversion to Adobe’s DNG (Digital Negative) format – DNG files are converted and output at a rate of about 20 files per minute! This will allow subsequent raw conversion using Adobe Camera RAW if that is desirable for workflow or quality reasons.
- 4) Automatic color-aliasing / color-moiré reduction.
- 5) Full EXIF data capture and export to output TIFF or DNG files from camera bodies that support it.
- 6) New diagnostic and firmware update functionality.

In addition, today’s FlexColor is most definitely not your father’s FlexColor! What I mean is that there still seems to be a huge misconception in the industry with regards to FlexColor’s workflow and functionality. Many photographers seem to be under the impression that FlexColor has not evolved in the last few years and somehow believe it inferior to other competing digital-back products from a software perspective. While that may have been true to some extent several years ago, that is simply not so today! Imacon has been improving FlexColor steadily and their software engineers have solicited feedback from working pros to create what may be the best overall digital-back software on the market today. The Macintosh version is available now and version 4.0 for Windows is currently in beta. If you would like more information or would like to schedule a demonstration, please contact Mike for details...

Mike Mander

Digital Imaging Dept.