

# NEWSLETTER

## Print File for all CD & DVD storage needs!

***Long trusted for your negative and slide storage, Print file now has CD/DVD storage!***

As more and more photographers are changing over to digital and storing their images on CDs and DVDs, there is a growing demand for archival CD and DVD storage. Of course not any shoebox will do. This is why we have brought in a wide selection of **Print File** products to help you clear off that leaning tower of discs from your work area.

We carry the CD Portfolio box which holds up to 100 sleeved discs, the Flip box which hold up to 50 sleeved discs, and CD bins to separate your projects. We also have individual sleeves to protect and preserve your disc and tabbed dividers to categorize and file your discs. For those who prefer the traditional binder look, we carry CD portfolios and replacement pages in various sizes.



There are many factors that can lead to the degradation and the eventual failure of your CDs and DVDs but the main concerns are: exposure to light, exposure to moisture, and improper handling of the disc. Yes, I am talking to you Mr. & Ms. greasy fingers. For more information the "Council on Library and Information Resources" is an excellent resource with loads of information (maybe a bit more than you wanted) at <http://www.clir.org/pubs/reports/pub121/contents.html>. The nice thing is that it is written in terms the layman & laywoman can understand.

### DELKIN GOLD DVDS

New at Beau Photo !

We will soon be carrying **Delkin** Gold DVDs. The materials and manufacturing methods used to produce **eFilm Archival Gold DVD-R's** make them among the most reliable storage media available. DVD-R's may deteriorate due to common environmental factors: ultraviolet light, heat, and humidity. The use of gold as a key component in these DVDs improves their durability, resisting these destructive



elements. Results of an accelerated aging process used to test the longevity of DVD-R media show **eFilm Archival Gold DVD-R's** may safely store images for more than 100 years. This longevity test was conducted in accordance with ISO 18927-2002 guidelines. Please see Delkin's press release for the whole story. [www.delkin.com/delkin\\_news\\_press\\_release.php?id=43](http://www.delkin.com/delkin_news_press_release.php?id=43)

Ken

Purchasing

### Save 10% on Print File CD/DVD storage!

During the month of November we will offer 10% off the regular price on all **Print File** CD/DVD storage products to get you started. So not only will you save your CDs and DVDs you can also save some cash too. The sale is on in-stock products only.



## Album & Folder Update

**First:** I'd like to remind everyone that Christmas ordering deadlines are getting VERY CLOSE. Please make sure you've ordered everything you need!

**Secondly:** We have put a selection of padded vinyl folios (**General Products**, brown & gold, 4x5 triples and 8x10 triples only) and mats on super clearance. Brown 4x5 triple folios with mats \$3.50

Brown 8x10 triple folios with mats \$7.50

Call soon for best selection.

**Barb**

**Album Sales**



## THAT'S IT KIDS!

Well folks, my days at Beau Photo have come to an end. A palpable air of mystery now surrounds the store as everyone waits to find out who will be replacing me in the Film Department. Whoever they are, I'm sure you will all welcome them with open arms. A heartfelt thank-you to fellow staff and customers for making my time here rewarding.

**Serena**

**Film and Paper Sales**

## NEWS FROM THE BACK

As most of you know, for years now we have been Western Canada's exclusive Hensel dealer. And for good reason. They are a solid, affordable and dependable product for our professional photographers.

But to raise the bar another notch, I would like to be the first to announce our latest addition to our lighting family... The **Visatec Logos** 1600 kits.

Kit includes: 3 Logos 1600 Monolights.

- 1 standard reflector
- 1 silver umbrella
- 1 60cm x 60cm soft box
- 1 set barn doors
- 1 umbrella reflector
- 1 set of 3 grids
- 1 carrying case



All of the **Logos** 1600's (600 w/s) have a nicely organized and illuminated LED display with flash output precisely controlled in 1/10th stop, or full stop, over a 4 stop range. These units have plenty of power and include the features that were designed to make your workflow go faster and easier. You may have noticed the lack of stands in the kit. We are currently deciding on a 3 stand accessory kit or suggesting the Manfrotto 004 master stand. Currently the **Visatec Logos** kit is in stock and sells for \$2999.99.

**Chris**

**Pro Sales**

## RENTAL NEWS FOR THE MONTH.

We've just arrived back from Photo Plus Expo in New York and we're still recovering from all that walking through busy trade show aisles. There was a lot of impressive equipment to look at although the star of the show seemed to be the new program from Apple: Aperture (see Mike's write-up for more information). After I've sorted through all the brochures and CD handouts, I'll let you know what new equipment we'll be getting, but for now just a few hints. There was an interesting looking octabank from Chimera that would be nice for portraits, some lighting from **Broncolor** that would be great for digital shoots, and there could be a few other things as well, more once all the details are worked out. For now, don't forget that November 11th is a holiday, and it's a Friday which means a long weekend and a good rental deal for you. Try something you've never tried before, it could become your new favorite thing.

**Kathy**

**Rentals**

## DIGITAL NEWS

### **Apple Aperture – Maybe the best reason ever to switch to a Macintosh...**

Aperture is an impressive new program announced by Apple at PhotoPlus Expo in New York last month. Essentially it is a complete digital "workflow" application designed from the ground up for professional photographers. I have honestly never been as excited about a new piece of software as I am about Aperture!

#### **What it is**

Aperture is a complete digital camera workflow solution for pro photographers with the emphasis being on the rapid processing of raw image files. It can be used to import files from your memory card, sort and select images using an amazing variety of comparison tools (more on those later), and then make common corrections such as dust retouching, levels adjustments, sharpening and so on. Any corrections you make are completely non-destructive to the original image and can be reversed at any time. All edits to an image are dynamically rendered out on the fly. Multiple versions of the same image can be saved with only a negligible amount of disk space needed. In addition, extensive support and customization of EXIF and IPTC metadata, comprehensive project management, archiving and backup up functions as well as contact sheet printing, proof printing, web gallery creation and even book layout functions are thrown in for good measure.

#### **What it isn't**

It is not a replacement for Adobe Photoshop. For the moment, Photoshop still has a much wider variety of tools for high-end image manipulation, layers, alpha channels and masking, 32bit HDR image support and so on. However Aperture does seem to work well in conjunction with Photoshop and a single mouse-click will send an image from Aperture to Photoshop for further manipulation. In addition, Aperture does not seem to be a DAM (Digital Asset Management) program like Canto Cumulus, iView MediaPro or Extensis Portfolio either. It does not appear to allow the cataloging of images kept on offline storage media such as DVD-R or CD-R discs.

#### **Why the excitement?**

Most (but not all) things that Aperture does can be had using a variety of third-party programs. However none implement these features in such a user-friendly, powerful and well integrated manner. It is impossible to convey in words just how elegantly designed and well thought out the user interface is. If any program can be called a work of art, Aperture can be! From the virtually instantaneous opening and display of raw files, to the elegant fluidity of the many image comparison and adjustment tools, Aperture is truly an amazing program to see in action. It is highly customizable and seems to have that almost magical ability to

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get out of your way and allow you to interact with your content in a very natural and unrestricted fashion - something so few other programs are able to do. In Aperture, groups of images can be visually “stacked”, a “loupe” can be quickly dragged over image previews (even thumbnails) for a magnified view and images can be pushed around and resized on the virtual light-table, even locked together for magnified comparison with one another for example. In addition, image stacks can be automatically created based on the time interval between sequential shots, allowing Aperture to logically organize your larger photo sessions into smaller, more easily manageable groups.

Any image corrections you make such as cropping, dust spotting, sharpening, white balance adjustments, whatever... they are all invisibly saved as a series of steps that are instantly applied to the image as it is displayed by Aperture. Your original file is never touched and is preserved as a guaranteed “digital negative”. In addition, any of these adjustments can be “lifted” off of one image and applied to one or more others, or can be removed from an image at any time down the road as well. Efficient use of hard drive space is also a major plus: you can create multiple versions of an image, for example one with contrast and sharpness cranked for printing, one minimally tweaked for submission to a stock agency and one small sRGB version for your web site. In all cases, only the steps required to generate the resulting image from the original raw file are saved to your hard drive – not a bunch of large 16-bit TIF files that in total are many times the size of your original raw image! Do yourself a favor and watch the demonstration videos of Aperture in action on Apple’s website: [www.apple.com/aperture](http://www.apple.com/aperture) and try not to drool all over your keyboard!

### Issues?

There are a few major questions that could ruin this rosy picture however: How good is the actual conversion and de-mosaic of camera raw files? In my opinion, it will need to be improved significantly from the current raw conversion quality seen with OS X Tiger’s built-in raw support, if it is to be taken seriously by pros. How fast will it be on less than top-of-the-line hardware? Not only is the program relatively expensive at around \$600, but if it also requires that one purchase a brand new top-end quad-processor G5 in order to run as smoothly as Apple has demonstrated, then its appeal will certainly be much more constrained. Finally, does Aperture actually work as logically and intuitively as it seems to in Apple’s demonstrations? The answer to these questions will probably have to wait until Aperture actually ships, but if the answers are good, then Aperture may well turn out to be the “killer-app” for pro photographers. If you are a PC-based pro, then Aperture might just be the best reason you could ever have to switch to a Macintosh!

Aperture is supposed to start shipping near the end of November. Call if you have further questions...

**Mike**

## Calendar

### Vancouver Photo Workshops

Presents: Dan Burkholder

Join one of the first photographic artists to embrace digital technology and learn powerful Photoshop skills from someone who actually enjoys real photography!

**November 11th.**

Public lecture at the Planetarium.

**November 12th.**

“Digital Blitz” Full day workshop

**November 13-17th.**

“the art of Digital” (4 day workshop)

[www.VancouverPhotoWorkshops.com](http://www.VancouverPhotoWorkshops.com)

[www.DanBurkholder.com](http://www.DanBurkholder.com)

### Open House at Emily Carr

**November 5th and 6th, 2005**

10:00AM – 4:00PM

Granville Island campus

You’re invited! To celebrate Emily Carr Institute's 80th Anniversary, our studio doors will be thrown open and the creative secrets of visual arts, media arts and design will be revealed through free tours, workshops, demonstrations, film and animation screenings, displays and family-friendly activities. Bring your friends and family. Support students at the ceramics sale! Buy a limited edition collectible T-shirt! Win prizes!

[www.eciad.ca/www/whatson/80th.html](http://www.eciad.ca/www/whatson/80th.html)

We are:

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