

NEWSLETTER

Copyright Questions Copyright Questions Copyright Questions Copyright Questions

Among the questions I am asked, one of the most frequently fielded: How can I stop my customers from stealing my work?

It has always been a challenge to protect our work from “Unauthorized Reproduction”.

We put our copyright on our proofs and enlargements, and invest in software to prevent our CD's and DVD's from being duplicated. In spite of our best efforts, our valued customers scan or photocopy our proofs and print screen captures of our low-res scans, unconcerned that they're stealing our livelihood. (The common refrain: “I paid for them, I can do what I want”.)

The impact on us: The resulting poor quality images they show their friends and relatives are perceived to be indicative of our work, instead of a true representation of our high standards and the quality we produce and present.

So, how can we discourage them? Here are a few suggestions to consider.

Most importantly: Ensure your contract includes “Not for duplication” and your copyright information.

We could return to the old-fashioned method and sandwich a mask with the negative, superimposing “PROOF” across the front of the print.

We can apply unusual (i.e. diamond or irregular-patterned) laminate finishes to the proofs.

We can purchase rubber stamps and quick-drying (toluene-based) ink to stamp on the front of the photo.

We can buy equipment to emboss the photo with studio or proof information.

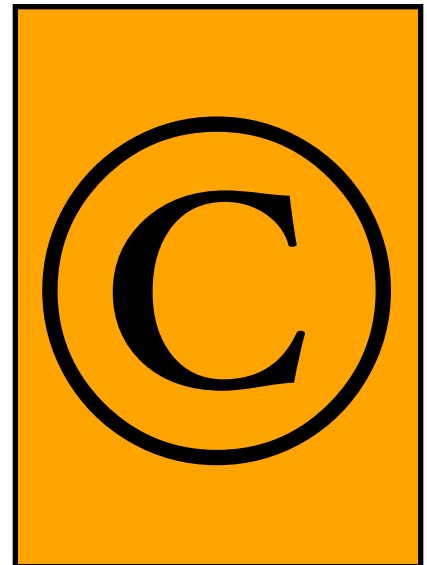
We can create a template to overlay proofs or digital files with a watermark or studio mark. (We've had good reports on having your processor print a watermark over the faces of the subjects in your proofs)

These don't affect the appearance of the photo, but they sure make it more difficult to photocopy or scan and correct the images!

If you have a sure-fire method that you'd like to share, we'd love to receive the information.

Barb Batchelor

Albums and Folders



PARKING NEWS**Worth repeating!**

Do you have the parking blues? Have you ever driven all the way to Beau Photo and couldn't find parking? Well, Beau Photo has secured yet another parking spot for our valued customers ... Yes that is you! **Five** not four, but **five** spots are located just off the lane to the rear of the building. The parking spots are marked "**Beau Photo Staff and Customer Parking Only**", and are numbered "**8, 9, 10, 11 and 12**". Do not hesitate to use this parking while shopping at Beau Photo. Also please do not park behind the green building, behind Paul's restaurant nor Zonda Nellis - you will be towed away!

RENAISSANCE

One-of-a-Kind Sale

Every once in a while our suppliers ship items to us in error, which means a great opportunity for you to save! This month, we have a twenty page library bound album, in an embossed Cordova tan cover, with a cameo opening. The regular price for this album is \$233.50, but this month it is on sale for \$198.00. As this is a "one-of-a-kind" album, be sure to come in, or call early! Plus, don't forget that the Leather Album Design Proof books are still on sale. There is still plenty of stock, but they are going fast!



Deborah

Renaissance Album Sales

FILM AND PAPER NEWS

Another Holga camera accessory will be arriving soon!

For those wondering how to shoot with 35mm film on your 120mm Holga; you can now place a 35mm adaptor into your Holga, they will sell for \$14.50. We are expecting our shipment in early July.

Also don't forget... that all of our color photo paper is still 10% off for the summer!

Inkjet paper compatibility!

For an important inkjet paper update; please note that many of the fine art papers on the market are not compatible with dye based printers such as the Epson 1270, 1280, and 870 as well as all current Canon desktop inkjets. To get optimal results and print longevity, you should use a pigment based printer such as an Epson 2000, 2200 or 2400. Examples of fine art papers that work well with pigment based printers, but not with dye-based ones, are Hahnemule's Torchon, German Etching and Fine Art Pearl. A reliable indicator of compatibility is to check a paper company's website: if they have a paper ICC profile available for your printer and ink combination, then that paper will likely work well with it.

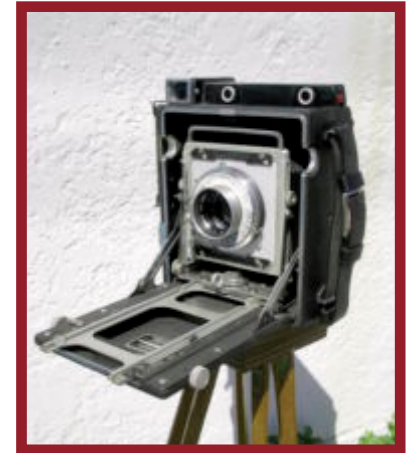
Crystal

Film Department

News from “da back”

Summer is here and so are the DEALS!!

NIKON		WAS	NOW
D2Xs	coming soon		\$5299.99
D2X	big savings	\$4999.99	\$4499.99
D2Hs	sweet deal	\$3769.99	\$3449.99
D70s	w/18-70 Kit	\$1339.99	\$1279.99
SB800	flagship flash	\$499.99	\$469.99
SB600	baby brother	\$299.99	\$269.99
CANON		WAS	NOW
5D	full frame	\$3999.99	\$3699.99
30d	affordable	\$1649.99	\$1549.99
Rebel XT	great value	\$999.99	\$899.99
Rebel XT Kit	w/ 18-55 lens	\$1079.99	\$999.99
580 EX	big power	\$579.99	\$549.99
430ex	next best thing	\$375.99	\$339.99
LEXAR			
USB 2.0	multi reader	\$49.99	\$29.99
HENSEL			
Hensel 2	head kit w/radio	\$1899.99	\$1749.99
Hensel 3	head kit w/radio	\$2899.99	\$2699.99
Hensel 3	head kit no radio	\$2599.99	\$2299.99



Chris

Pro Sales

RENTAL NEWS!

We’ve doubled the number of digital backs we have in rentals!

Okay, so we went from one to two but we’re still excited to be adding a new **Hasselblad** CFH39 back. This is a 39 megapixel digital back on a Hasselblad H2 body with an 80mm lens. We will also have additional lenses available for rent if you need something a little wider or longer. For all the technical information on this camera, see Mike’s write up in this newsletter. This kit will rent for \$650/day. The other great news is that the Hasselblad Ixpress 132C back we already have has dropped to \$450/day with either a Hasselblad 503CW body and lens or a Mamiya RZ body with lens. It may sound expensive to rent a digital back but consider that it is considerably more expensive to purchase one, and once you add up your Polaroids, film, and processing costs, as well as scanning those negs to produce digital files, and the time involved, it sounds like a great deal. If you need more information or want to discuss whether a digital back is right for your job, give Kathy or Mike a call.

Kathy

Rentals

DIGITAL NEWS – JULY 2006

Or should I say 2001? An interesting little tidbit to see how far we’ve come in the last 5 years... while cleaning out an old binder, I came across a memory card price-list from February 2001. Price drop on CompactFlash cards! Back then, a 128Mb card sold for \$460, a 660Mb was \$2600 and the largest card available at the time, a whopping 1.2Gb, cost an astronomical \$3900! Yikes! And now in 2006, we have fast 2Gb cards for well under \$200. How times have changed...

ColorVision Rebate!

Purchase a ColorVision Spyder2 PRO monitor calibration package between June 19th and July 31st of 2006 and receive a \$60 US rebate back by mail! That brings the price of the Spyder2 PRO effectively down to \$239 CDN from its normal \$299. Hot summer deal or what? Also note that ColorVision's basic Spyder2 Studio is now at a much lower price and we have a few of the last version Spyder2 units left at a great price of \$159!

Hasselblad CFH39 Digital Back

We now have a demo unit of the amazing new CFH39. A self-contained 39 million pixel digital back that shoots either directly to CF card, tethered to a computer or directly into a FireWire 800 hard drive. Image quality is absolutely stunning and impeccably clean and even high ISO's are significantly improved over the previous generation, despite the massive increase in pixel-count. Images open as gigantic 224Mb 16-bit TIF files in Photoshop with pixel dimensions of 7210x5410. That is big enough to allow for a 45x60 inch wide-format inkjet print at 120dpi without any upsampling! Note that most of the large format prints we have hanging upstairs at Beau Photo came from source images at 120dpi. A technically perfect capture is capable of essentially as much detail as a drum-scanned 4x5 inch transparency and there is little one couldn't do with a file from this digital back. No need to sweat if suddenly a client wants you to crop a vertical out of a horizontal capture!

We have a bundled CFH39 together with Hasselblad's new H2 medium format auto-focus camera system and will be making it available for rental. See Kathy's note about that elsewhere in this newsletter and please contact her for more details on reserving a rental, insurance requirements and so on. This package will sell for \$34,995 and leasing options are available also. Hasselblad also has a very aggressive upgrade program in place for owners of older Imacon or Hasselblad digital backs and will even provide a trade-in credit on other brands of digital back. There is much to discuss, from how critical it is to achieve a technically perfect capture to get the sharpest results, to workflow issues as several hundred megabyte files start filling up your hard drive! For more info on this absolutely top-of-the-line image capture device, give us a call!

Nikon D2Xs Digital SLR – NEW! (\$5299)

Nikon has recently announced a successor to the wildly successful D2X. This camera offers some significant enhancements, but don't expect any major improvements as far as image quality – not that the D2X was a slouch in that department! Topping the list of tweaks is a new, easier to see, high-speed crop mode viewfinder where there is a grey mask that appears in the viewfinder rather than just the flashing red crop line. This should make it much easier to compose images when shooting in this mode. There are also some improvements in focus tracking and subject acquisition, additional high-ISO settings in third stop increments, a new B&W mode, the ability to lock the camera in sensor cleaning mode without requiring an AC adapter and more. All of the above mentioned improvements, save the new viewfinder crop display, will also become available in a firmware update for the D2X in the fall. The good news is, if you don't plan on using the high-speed crop and don't mind waiting a few months for these enhancements, you can now buy a D2X at a significantly reduced price! How does \$4499 for a D2X sound? Yep... figured you'd like that!

Mike Mander

Digital Imaging Dept.

Calendar

On going

Capic Vancouver Presents

Pub night! Back by popular demand! Starting at 7 PM. This event will happen the first Thursday of every month at the Sylvia Hotel Pub. For more info see the Capic website or Phil Chin.

Up and coming

The Annex

"On the way Home"
Photographs by Rob Clinton
Opening night June 30th- 7:00 - 11:00 PM
Show runs from June 30th to July 7th.
305-1067 Granville Street
Contact info: theannex@telus.net

Exposure Gallery

Presents their "Summer Salon"
Opening night June 16 at 8 PM.
Show runs till June 25th.
851 Beatty Street.
Contact info: www.exposure-gallery.com

The PPABC - Lower Mainland Region
Presents "Through the Process with Master's Touch" One night only!
Monday July 10th 6:00 PM to 9:30 PM
Inn at Westminster Quay
900 Quayside, New Westminster
Doors open at 5:40. Meeting starts promptly at 6:00 PM

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