

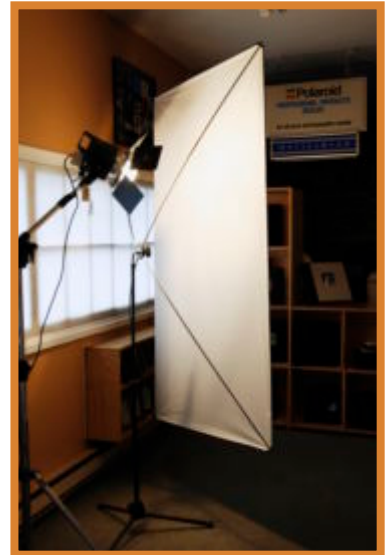
NEWSLETTER

See your world in a softer light!

The Aurora "Lite Panel" diffuses your light and comes at a great price!

Many of our customers have already seen the Aurora Lite Panel in the front entrance of the store, but those who haven't, let me describe it. The Aurora Lite Panel is a 40 x 72 inch self standing diffuser or reflector. It comes with an adjustable stand and ball-head to allow you to rotate and position the panel to give just the desired angle of reflection or diffusion that you are looking for. Lit properly, the translucent panel simulates a huge 40 x 70 softbox. Certainly a more economical alternative! Options? Reflector panels are available in silver/white, silver/black, and soft-gold/white. You can now purchase, by special order, a double sided 50 x 60 inch Muslin panel that come in four different colour combinations. You can view the colours on www.boothphoto.com To make it an even better deal the kit is on sale for the month of March.

Aurora Lite panel kit	Reg. \$162.95	Sale \$146.95
Extra light panels starting from	\$52.95	
Double sided 50 x 60 Muslins	\$105.95	



A new Lensbaby accessory for the long and short of things!

We have a great new accessory for your Lensbaby.

Have you ever found that while shooting with your Lensbaby that you can't get near enough or far enough away from your subject to compose the shot you wanted? Well we have got the answer for you. The Kenko Tele-wide lens set will allow you to capture a wider or tighter photograph when you are confronted by lack of, or too much space. The set includes a 2x telephoto converter and a 0.5 wide angle converter. So the next time you find yourself pressed up against a wall while trying to photograph the party that's going on in your clothes closet, or separated from your subject by a raging river or a raging mother of the bride, screw on the appropriate adaptor and relax because you will have it all covered. The Kenko Tele-wide lens set also works with your new Lensbaby G3



Kenko Tele-wide lens set

\$47.95.

Ken

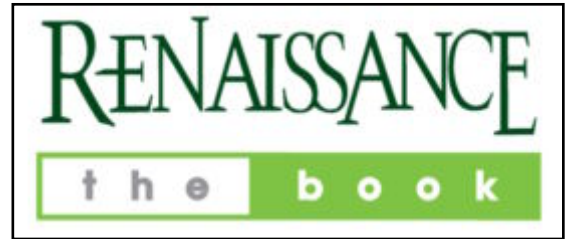
Product Sales and Purchasing



Renaissance Album Price Changes

2007 Pricing Reduced!

The 2007 Renaissance the Book Catalogue has arrived! This slick new 20-page catalogue accompanies a reduced 2007 price list for Renaissance the Book digital albums. The same great quality for less money.



For example, just last year a 10x10, 20 page Fine Art Album would have cost \$470.20* and this year it will only cost \$420.00*. The Soho Album has also followed suit. Last year a 9x9, 20 page-spread Soho Album would have cost \$577.85* and this year only \$516.00*. This year we are pleased to be able to offer photographers 50% off studio demo albums, as well as continue to offer the 25% duplicate discount.

When you pick-up your new catalogue, please be sure to grab a copy of the 2007 pricing as these prices take effect immediately. This spring there will be some exciting new Renaissance albums to announce, as well as a brand new and improved SoHo Styler Software version 3.0. So stay tuned for more details!

*These prices include a standard cover. Additional charges will incur for additional cover options or upgrades. Shipping the album from New York to Vancouver (including all duty and brokerage fees) is \$35.00.

Deborah

Renaissance Album Sales

Sureguard and McDonald's Photo Lacquer Update

For those of you still using photo lacquer, please note that effective immediately, the Sureguard PL series has been discontinued. Having said that, the McDonalds 900 series is still being manufactured. It has all the same quality of the PL series and is more compatible with inkjet prints. The 900 series of lacquer has nearly 20 proven years in the market and can be used in the same manner with no need for changes in your application.

We still have a good selection of the Sureguard PL series on hand but once it's gone....it's gone.

Barb

Albums and Folder Sales

FILM AND PAPER NEWS

Ilford HARMAN Professional Inkjet paper now available!

Ilford HARMAN Technology has now introduced the new inkjet paper MATT FB Mp. It has a Micro-porous ink absorption layer with special additives to minimize fading and maximize the longevity of prints. MATT FB Mp is an instant dry photo paper with a silica coating for improved archival permanence. In addition, The baryta layer gives the prints greater detail and definition, an extended tonal range and the look and feel of real photographic paper. The specially developed anti-curl system ensures the prints remain flat after printing.

Try a sample pack of 5 sheets of 8.5 x 11 for \$5.00 (limited in-store quantity) or 8.5x11, 15 sheets: \$24.76



Crystal

Film Department

RENTAL NEWS!



You have probably heard about the new Lensbaby G3, well we now have it in our rental department. For those who are not familiar with this latest version it has the ability to lock into position and has fine focusing knobs. So it is a little less spontaneous but a lot more repeatable. At this point we have the G3 Canon EOS version available. We also have the original Lensbaby (Nikon mount) or Lensbaby 2 (Canon EOS mount). If you are interested in macro, we also have the macro set that will fit any of the versions. So if you are looking to try something a little different, give us a call to make a reservation.

Kathy

Rentals

DIGITAL NEWS

What you've all been waiting for: PMA 2007 news! New cameras, new lenses, all sorts of new toys to buy! Oh wait... it's still too early. Drat. As of this writing (late February), the only products that are starting to be announced are point & shoot cameras. Lots and lots of point & shoots! Not much of interest yet for the pro photographer. However, there are a few tidbits...

Lexar has just announced some impressively fast new cards, rated at 300x! Their previous best were rated at 133x, so clearly these new cards are a big step up. Based on some preliminary testing done, these new cards are set to take back the performance crown from SanDisk, which led briefly with their Extreme IV cards. Not that the Lexars are all that much faster, but if bragging rights matter, then Lexar will be it once again.

Will you notice this speed? Well if you shoot any of the current generation Nikon, Canon, Pentax, Sony (you get the picture) digital SLR, then no... you will see virtually no difference in card write times since none of the current model cameras take advantage of the special high-speed data transfer modes that these cards have. On the other hand, if you are shooting with a Hasselblad digital back that uses CF cards, and you have the latest firmware, then definitely - you will notice a significant speed increase! Also, if you invest in either SanDisk's top-end FireWire or USB 2.0 reader or in one of Lexar's latest Pro FireWire or USB readers, then you will see a significant performance boost while downloading these new cards to your computer.

Yes, Lexar has also announced a couple of new high-end card readers to compliment their new 300x cards. If you have a really fast computer with a FireWire 800 port, a new 300x Lexar card and their new FW800 Pro card reader, you will see sustained card-to-computer transfer speeds of over 40Mb per second! That means a full-up 2Gb 300x card will download in under 50 seconds!

No pricing has been announced yet for these cards, but expect to pay a premium over the now super-affordable 133x Lexar cards. Lexar expects to ship some time in April. Which brings me to my next topic...

Memory Card Sale!

We have lots of stock at present and what the heck... with these new Lexar bad-boys coming, let's reduce our stock levels a bit!

Lexar 133x Pro CF Cards

2Gb 133x CompactFlash	\$89.95	(was \$98.50)
4Gb 133x CompactFlash	\$169.95	(was \$189.95)

SanDisk Extreme IV CF Cards

2Gb CompactFlash	\$159.95	(was \$179.50)
4Gb CompactFlash	\$324.95	(was \$359.50)

PMA 2007, Death Valley, Monument Valley, Zion, Bryce, Canyonlands

What do all the above things have in common? Well me, actually! This year, I have decided to drive down to PMA rather than fly, and then take a much needed vacation at the same time! I will be heading down for the trade show on Thursday, March 1st, and not returning to Beau Photo until Monday, March 26th. Prior to the show, I will take a brief jaunt into south-western Utah and after the show I will zig over to Death Valley for a few days and then zag back into Arizona, subsequently working my way back home through Utah. I expect I'll be giving my digital SLR gear (and IR converted camera) a nice extensive workout for a few weeks!

A few things of import: while I am gone, if you have any Hasselblad digital back or scanner questions, or questions about monitor and printer calibration products, please direct your queries to Kathy Kinakin here, our resident alternate expert on these items. Secondly, for any questions on digital SLRs, lenses, flashes, Apple computers or software, or to order one of the latest and greatest products announced at PMA, feel free to call Ron Joyce and he will help you out.

Lastly, depending on the reliability of Internet access during my travels (and my energy level!), keep an eye out on the Beau Photo digital page for a PMA 2007 blog! I will attempt to briefly discuss new items of interest and may even post some photos from the show. See you at the end of March!

Mike Mander

Digital Imaging Dept.

PST Seminar at Beau Photo:

Well, I have talked to a lot of you about your questions as to what is and what is not PST exempt. Since I am no expert, we have invited the experts to speak to you. The date is set May 8th from 5:00 to 7:00 PM.

A representative from the Provincial Government will put together a specific presentation for the photographic industry and will have packages with specific photography information in them to give out to all attendees of the seminar as well as a few extra to distribute to the people that couldn't make it.

They have asked us to canvass those photographers and photofinishers who are planning to attend the seminar, and ask them to forward me any specific questions or issues they have had in relation to PST. I will then forward them on. This way we can ensure that we cover these and more issues in the body of our seminar.

This is a RSVP event as seating will be limited, so act now and drop me a line at info@beauphoto.com stating that you are planning to attend, and any specific questions you would like dealt with during the seminar. See you there!

Ken

Product Sales and Purchasing

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Calendar

On Going

Vancouver Art Gallery presents the works of prolific Vancouver photographer Fred Herzog, featuring images of Vancouver's urban life that he has produced since 1953.

Up and coming

Foto Image Works

Photo Seminar: Improve your skills and meet other photographers at this great seminar. At the UBC Asian Center, April 28-29, 2007 more info at www.fotoimageworks.com

Foto Exhibit

Photography by Satu

Opening Night:

Thursday March. 15th., 6-9 pm
 1351 Railspur Alley Granville Island
 604 692 2522

Evergreen Cultural Centre

"Home is where the Heartland is"

New work by Kristna Jaugelis

Till March 24th Contact info:

www.evergreenculturalcentre.ca

North Shore Challenge

Presented by:

The North Shore Photographic Society

Saturday March 3rd 7:00 PM

Kay Meek Centre for the performing arts

1700 Mathers Ave. West Vancouver

Admission \$15.00

More info: www.nspcs.ca

PPABC

Presents: Andre Amyot, "the PhotoCoach",

Handling the toughest sales objections.

Where: Inn at Westminster Quay

When: March 13/14 8:30 to 5:00

more info www.photocoach.com

PMA Las Vegas March 8-11th

PMA 07 hosts retail entrepreneurial memory makers from around the world, including photo retailers, professional photographers, mass merchandisers, professional labs, custom picture framers, and scrapbook retailers. Further opportunities are found at the PMA 07 Trade Show, offering more picture-related products than any other event. PMA® members help people everywhere create, keep, display and share memories through pictures.

www.pmai.org

Want more events?

Go to <http://www.beauphoto.com/frames/specfrm.html>