

# BEAU NEWS

April 2009



**TABLE 1. Pro Sales 2. Digital 3. The Pod 4. Rentals 5. Kodak Ektar 100 6. Albums & Folders Update 7. Renaissance Albums 8. Events**

*April staff photographer Mike Mander*

**EASTER LONG WEEKEND Beau Photo will be closed from Friday April 10 to April 13, and will be open again on Tuesday the 14th.**

**1. PRO SALES** Here is a follow up to last month's newsletter, or basically what all these new great products will cost you. - Ken

Delivery of the **Pocket Wizard TT1 Mini** and **TT5 Flex** is expected very soon. We have an introductory sale pricing on both of these items for the month of April. Many are pre-sold so get your order in soon.

## Pocket Wizard

<b>Mini</b>	Reg. \$254.95	<b>Sale \$219.49</b>
<b>Flex</b>	Reg. \$284.95	<b>Sale \$245.49</b>



Beau Photo is expecting the **Profoto D1 Studio kit** imminently. We have a few kits on order at an introductory price. The best deal will be for those who act quickly. The kit includes: 2x stands, 2x umbrellas, 2x D1 Air 500ws heads, an air remote, and a carrying case.

**D1 Studio Kit 500/500 Air** Reg. \$2849.95 **Sale \$2564.49**

*The kits are of a limited quantity.*

Shipping in early May (we hope) is the new **Canon tilt shift lenses**. We now have firm prices and the good news is that they are less expensive than we initially thought!

<b>Canon TS-E 17mm f4L</b>	\$2739.00
<b>Canon TS-E 24mm f3.5II</b>	\$2465.00

*Please call for CPS Pricing.*



## 2. DIGITAL *Announcement* Beau Photo Supplies & Phase One - Mike

I am happy to announce that Beau Photo will now be selling **Phase One** digital backs (<http://www.phaseone.com/>). As Vancouver's premier professional photographic imaging dealer, we have decided to expand our high end digital line-up, to better serve local pro photographers.

Beau Photo has been supporting the local professional photography community for many years, selling and renting first Imacon digital backs, then when Imacon merged with Hasselblad, the resulting line of Hasselblad digital backs and their modern autofocus 645 'H' camera system. We have absolutely no intention of discontinuing sales, support and rentals of Hasselblad's top-notch product line (indeed, we have just upgraded our demo/rental H3DII system to the latest 50 megapixel model, the H3DII-50!) however since many of our customers have, over the years, bought into the Phase One system either through other dealers or from the used market, we felt the timing was right to finally expand. This is no different than, of course, selling and supporting both Nikon and Canon 35mm D-SLR systems, as an example.

We will eventually be stocking two different demo systems for you to test or rent, first starting with the **P45+ kit**, which includes their latest **39 megapixel** digital back, the Phase One **645 AFD body** as well as a raft of lenses, all their latest 'Digital' versions. These lenses include: a **28mm f/4.5 AF**, **45mm f/2.8 AF**, **80mm f/2.8 AF**, **120mm f/4 MF Macro**, **150mm f/2.8 AF** and the **75-150mm f/4.5 AF Zoom**.



## What is a Phase One 645 body?

Well early last year, Phase One and Mamiya entered into a partnership and the Phase One 645 AFD is essentially a rebranded **Mamiya 645 AFD III**, taking any Mamiya 645 lenses you might already own. In conjunction with Phase One, many of Mamiya's lenses have received a "makeover" to work more effectively with digital backs. On top of this, some new extremely high quality lenses are to be released which sport the resolving power needed to make the most of the latest ultra high-resolution sensors. The brand new **28mm ultra-wide** is one of these newly designed lenses and is full-frame 645, so it can be used with film or digital, including the new 60 megapixel full-frame 645 sensor.

Depending on how this lens system and camera system proves itself, and depending on feedback from you, our customers (please let us know what you think!), we may either get another **Phase One 645 AFD** kit with their **P65+ back**, sporting the new 60 megapixel sensor, or we may decide to just get the P65+ digital back with a Hasselblad H-mount, to work in conjunction with our existing set of rental Hasselblad H lenses and our 645 H2 body.

Any Phase One products you might want to buy, digital backs or complete camera systems, accessories, upgrades to newer models, extended warranties, Capture One software... anything that Phase One sells will be available to order from Beau Photo. And as with all of our other product lines, we will fully support you with technical assistance, rental equipment, emergency loaners whenever possible, all the things that keep you coming back to Beau Photo!

Since I have not yet had an opportunity to test the new gear out personally, there is not much I can say about it in detail just yet. Rest assured that as soon as we get the first Phase One system, I will be putting in some time behind the viewfinder, testing the lenses and putting it through its paces so that I can help with any questions you have about this new equipment! Look for more detailed information in our upcoming newsletters.

Lastly, we will be offering some Phase One information and training sessions in mid-April together with the Phase One rep for Canada. More details to follow on our website at <http://www.beauphoto.com/phase/> and watch your email inboxes as well, since we will be sending out more info leading up to these events scheduled for the week of April 13th..

### 3. THE POD

*Jason*

Is it a tripod? A beanbag? It's both! At first it was the wooden tripod, the ubiquitous contrivance used since the early days of photography to support the massive heft of the large format cameras. Then something happened... cameras and film began to shrink in size, as the general population began to start snapping pictures and wanted more portability. Tripods wouldn't do – too big. Enter the humble beanbag. The beanbag could do things the large, heavy & cumbersome tripod could not do. Beanbags are small, lightweight, unobtrusive and much more portable. They can be used at venues where tripods are banned, making them very versatile. You can put them on a fence, a post, a window sill or even directly on the ground.

So, what's so different about The Pod? It is the bastard child of the aforementioned devices used by photographers for generations...it is a bean bag with a 1/4" screw built into it. Genius! It does everything a traditional bean bag does, but is more versatile. The Pod allows you to carry the bag and camera as a single unit, allows you to alter the angle of the camera without the camera slipping off, has a non-slip base and is water resistant. The Pod comes pre-filled with plastic beads, but the chamber is closed with Velcro, so in theory, you can take out the beads to make The Pod ultra-portable. You just fill it up with sand, twigs, tree bark, etc when you get to your destination.

Here at Beau Photo, we have the RED Pod, and the YELLOW Pod in stock. The RED Pod is the larger of the two, and will support most DV cameras, point & shoot cameras up to a small SLR. The YELLOW Pod is a smaller version that will support compact point & shoot cameras as well as compact DV cameras.



**RED Pod**

\$15.50

**YELLOW Pod**

\$13.50

## 4. RENTAL

Kathy

This month is all about the megapixels! We have just upgraded our **Hasselblad medium format** digital back to the **H3DII-50** version. That is *50 million beautiful pixels* capturing your vision and making it a reality. This camera will give you a 300MB file you can really get into, and then send to the printer to get big beautiful prints from. Combined with the high quality lenses from Hasselblad, it makes a great camera for your next studio session. Give us a call for details or to reserve it. Also new in rentals, as well as new to Beau (have a look at Mike's writeup for details) is the **Phase One P45+**. We now have the *39Mp* back from Phase in our rentals. Paired with a **Phase One (Mamiya) 645 AFD body** and lenses and Capture One software, it will be a great addition to our rental department.

If digital backs are not quite quick enough for you, we have the **Nikon D3X** at *24.5 Mp*, **Nikon D3** and **D700** at *12.1 Mp*, **D300** and **D90** at *12.3 Mp*. In **Canon** there is a **1Ds Mark III** and **5D Mark II** at *21.1 Mp*, and the **50D** at *15.1 Mp*. Now might be a good time to remind everyone that megapixels aren't everything! Digital cameras nowadays have many other features and abilities besides the size of their sensor - the Nikon D90 and the D700 appear equal, looking at megapixels alone, but they are very different! It does make an interesting comparison though, especially when you consider how far digital cameras have come. We have a Kodak DCS 620 camera on the shelf from 1999 that is 2Mp and used to cost over \$20,000! It is more of a conversation piece than a rental! Give Mike a call if you are considering a digital camera upgrade, or even a first digital camera purchase and he'll help you sort through the megapixel jungle. Our rental cameras are a great way for you to try out something you might be considering since we will give you one day of the rental charge back if you buy the same camera within 30 days.

**An additional rental note - the Easter long weekend is coming up and with our one day weekend rate, which will cover both the Friday and Monday, it could be the perfect time to rent something fun!**

On another note: Quite at the other end of the megapixel spectrum, Sunday April 26th is **Worldwide Pinhole Photography Day**. People will be taking pictures with pinhole cameras on that day and posting the photographs in the web gallery. If you have any questions about building your own pinhole camera, e-mail or come by and see me, I'm happy to help you out. Have a look at the webpage for Pinhole day here - <http://www.pinholeday.org/>

## 5. EKTAR 100

*Dennis*

There has been exciting news in film. Recently Kodak Professional announced the new Ektar 100, the world's finest grain color negative film. Designed to replace the Ultra Color 100 film, the Ektar 100 features high saturation and ultra-vivid color. Photographs shot with the new film will have optimised sharpness, distinct edges and fine detail. Because of its fine grain nature the film will be ideal for scanning and large size prints. Ektar 100 is available now in 135 format at Beau Photo at a low price, and will be available in 120 format as soon as this month.

**Ektar 100 135-36**      \$4.98



## 6. ALBUMS & FOLDERS UPDATE

*Barb*

Those goofy weather people keep telling us that Spring is RIGHT around the corner. I'm reserving judgement... every time I think we're out of the woods, it snows, again. ( I'll be staging a protest, and welcome you all to join me) I'm looking forward to being warm again! Just say NO to snow... it obscures the Easter Egg hiding places!

I've approached our folder manufacturers about samples, including some of the ones we don't stock (but which have been special ordered in the past). We should be receiving them within the next couple of weeks, so please let me know if you'd like to have a set. We will be sending them out with Catalogue sets (2009 prices are now completely up to date), so if you haven't requested your update but need one, let me know. [barb@beauphoto.com](mailto:barb@beauphoto.com)

A happy and blessed Easter to all, and I hope the Easter Bunny fills everybody's basket with yummy treats.

## 7. RENAISSANCE ALBUMS

*Timshel*

**Hello all!** Welcome to this new month full of new joys and, if we are all lucky, new toys. If an album can be considered a toy, boy do we have a treat for you! From now on Beau Photo in partnership with Renaissance Albums will be offering a *50% off special on all divorce albums!* It's a new and untapped market, but absolutely genius in this day and age where divorces are the norm.

We've decided to help people learn from their mistakes by creating personalized breakup albums. So, whenever an anniversary or Valentines day rolls around, and we start to get tempted by rose tinted memories of the exes in our lives, all we have to do to recall just how annoying they really were is pull down that album off the shelf and take a look. It will all be there! The unpaid bills, the dirty socks, the love letters on hacked facebook accounts to their no longer secret lovers. Anything and everything can be recorded for the ages in a professional and fully archival style! Plus, if you order during the month of April you will receive a 3x3 pocket companion book, for those recent break ups, absolutely free! (Speak to Barb about the accompanying cards and folders)

And, if you hadn't already guessed, it is in fact April 1st, so everything you have just read is a lie of course, but I have to ask, wouldn't it be nice?

Back in reality we still have some old and mis-ordered stock on sale, so if you are interested let me know and I'll see what kind of fanta-bu-licistic deal I can scrounge up for you!

## 8. EVENTS **PPOC SEE THE LIGHT** *National Convention 2009*

May 20-27 Regina, Saskatchewan. Featuring a speakers series from 12 professional photographers from all over Canada. Beau Photo will showcase out latest products at the convention.

<http://seethelight.ca/>

**PPA IMAGE EXPLORATIONS** July 12-16, Shawnigan Lake School. Image Explorations is a school recognized by the PPA for professional photography development. Learn everythig you have ever wanted to know about Photoshop, Wedding photography, portrait photography from the top instructors from around North America. This will be a week of dynamic professional development, fun, and fellowship with people who believe that

photography is a passionate and rewarding career. Classes fill up fast, so register now.

<http://www.imageexplorations.ca/>

**FRAMED** *2009 Langara College Professional Photo-Imaging Graduation Exhibit.* From April 23rd to 26th, 23 graduates will showcase their work at the Roundhouse Arts and Recreation Centre. This collaborative show is designed so that each of the 23 students will have their own space to work with allowing each to showcase their art with their own unique flair. There will be a gala event featuring live music, door prizes, finger foods and a cash bar. Show opens Thursday April 23 at 5pm. Gala Event April 24, 7:00pm.

<http://www.langaraphotograds.com>

**PHOT(O)BJECTS** *A group exhibit curated by Bob Nickas.* April 10 to June 7 at the Presentation House Gallery. Opening reception April 9, 7pm. Panel discussion April 8, 6.30pm at UBC with Bob Nickas, Alan Belcher, Jennifer Bolande, moderated by Gil Blank.

<http://www.presentationhousegall.com>

**HANGUPS & HANGOUTS** *A Student Photo Contest* presented by Presentation House Gallery in fostering interest in photography for youth on the North Shore. Participants between ages of 13 to 18 are encouraged to submit a series of 3 photographs under the theme, in digital or film.

**Deadline May 4.** For more information visit the Chester Fields' blog:

<http://chesterfields.wordpress.com/>

**NOCTURNE** *A group exhibit.* April 18 to May 3 at the Exposure Gallery. Opening Reception April 17, 8PM [www.exposuregallery.ca](http://www.exposuregallery.ca)

**KEN VILLENEUVE** Photographs from the documentary, *Something to eat, a place to sleep and someone who gives a damn.* A film about homelessness. Interurban Gallery, One East Hastings Street. April 6-27, 2009.