



*Photo Mike Mander*

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# 1. PRO SALES

*Ken*

## Datacolor Spyder Cube

New to Beau Photo is the Spyder Cube. This is really an ingenious little product - It is basically a cube that acts as a multi-level grayscale. The surfaces of the cube contain **white, grey and two shades of black**. The second shade of black has a hole in its centre, archiving the darkest black possible. Colour and exposure balance is performed in a 4-step process, which is a bit onerous for those who are used to single-step white balance, but if you follow the process you may find that you will get the best results ever. With the Spyder Cube you are able to adjust white balance and correct exposure, brightness, as well as setting your levels for the whites and blacks in your photographs.



**Datacolor Spyder Cube**

***\$70.95***

## Pocket Wizards On The Move

The first shipment of Pocket Wizard **Mini TT1** and **Flex TT5** units have arrived in Canada. Although it is doubtful that Beau Photo will get any of the shipment, this is the first encouraging news in a while. **For all of you who have pre-ordered at the special pricing, we will be fulfilling requests in the order in which they were placed.** We have no exact ETA at this moment but will keep you informed as things progress.

# 2. DIGITAL

*Mike*

## Nikon D3/D3X Instant Rebates and Sale

For the month of June, Nikon is offering a **\$250 instant rebate on the D3 and D3X bodies**. In addition, Beau Photo is putting a killer sale on the Nikon D3 as well! Our normal price for the D3X is \$8995, so after this instant rebate, your price is **only \$8745 for a D3X body**. Even better, Beau Photo is putting the D3 on sale for an incredible \$4899 and after the \$250 rebate, you will only be paying **\$4649 for a D3 body!** "Take that!" US exchange rate - *Hah!*

# Nikon D3/D3X Extended Service Program

New from Nikon Canada is the D3/D3X Extended Service Program. For **a period of two years** from the date of original purchase, this includes *Unlimited Image Sensor Cleanings; Two Comprehensive Check-ups and Cleanings; Routine Adjustments; and Firmware Updates* as needed. This program is offered at no cost to the customer, provided they are a Canadian resident and their D3/D3X camera was purchased from an Authorized Nikon Canada Dealer such as ourselves.

Not only does this phenomenal offer apply to all new purchases from March 30, 2009 but it also grandfathers all new D3/D3X bodies purchased from an Authorized Nikon Canada Dealer since the launch of these models until two years after the date of original purchase, or until March 30, 2010, whichever period is greater.

## Hasselblad Product Presentation - June 9th!

Join Hasselblad USA and Beau Photo Supplies as they introduce and demonstrate the latest Hasselblad digital technology. See all latest technology including the **H3DII camera system, Hasselblad Tilt & Shift Adaptor** and **the new 35mm-90mm zoom lens**. Also, learn about the latest release of the cutting edge software interface - **Phocus**.

Experts will be available to answer all your questions about the hottest medium format digital solutions on the market today.

*When:*

**June 9th from 4:00pm-7:00pm**

*Schedule:*

**Hasselblad Presentation: 4:00pm-4:45pm**

**Q&A and Hands-On with Products: 4:45pm-7:00pm**

*Where:*

**Raymond Lum Studios**

**1810 Pine St**

**Vancouver, BC V6J 3C9**

**604-731-0131**



# PHASE ONE

**Beau Photo is pleased to announce an evening with  
Phase One on June 16th 2009 at 6:00 PM.**

**“The Creative Mind of professional photographers should never be limited by technology, our goal is to deliver products equal to the creativity of the worlds best photographers.”** Dr. Claus VP of Research and Development at Phase One

**Phase One, a recognized leader in image technology with digital backs offers ultimate image quality with the integration of the lens, camera, digital back and software.** The Phase One 645 camera system raises the bench mark for quality. Phase One engineers have taken advantage of complete integration, optimizing image quality from capture to processed image. Advanced communication between lens, camera body, and P+ back enhance performance and by doing so, increase your capture possibilities.

**Mark Tuesday June 16th on your calendar**, and join us at Ray Lum's Studio for an evening of inspiration and information. Walter Borchenko is coming from Toronto to do a two hour presentation on the Phase One camera and the Capture One 4 Pro software. Walter is a active photographer and has written numerous articles for Phase One. He also developed Capture-U, an online subscription-based training site for Capture One 4 Pro. Walter's presentations are both enjoyable and informative, you won't want to miss this event.



We will have cameras and backs for you to try and be amazed by. As well we will also be giving out free trial versions of Capture One 4 Pro. This is a great opportunity to find out more about Phase One and have your questions answered. This is a free event sponsored by Beau Photo for all **CAPIC** and **PPABC** members. Please RSVP to Ken Shymka by email at [prosales@beauphoto.com](mailto:prosales@beauphoto.com) or by phone 604 734- 7771



Photo © Peter Svensson

**Ray Lums's Studio** is located at:  
1810 Pine Street in Vancouver  
(Near 2nd and Pine)

### 3. B+W Neutral Density Filters

Jason

*A Neutral Density Filter reduces the light of all wavelengths equally. This allows the photographer greater flexibility in choosing aperture or exposure times.*



**1. Shallower depth of field** - Shooting a subject and you want a shallow depth of field to isolate your subject. Depending on the camera you are using, you might be limited by the maximum shutter speed you could set. A Neutral Density filter will allow you to utilize wider apertures for the maximum shutter speed.

**2. Slower shutter speed** - A typical example is when shooting waterfalls. To capture that smooth, milky water effect, you would need slow shutter speeds. Speeds that are not used on a sunny or even light overcast day. Neutral Density filters are indispensable in these situations to allow the photographer to dial down shutter speeds.

**B+W** makes Neutral Density filters in the following densities: **1, 2, 3, 6 & 10 stops**. The 1, 2 & 3 stop filters can be found in many a photographer's bag, but the 6 & 10 stop filters are some rare beasts indeed! These very dark filters do give a slight warming effect, but they allow the photographer to take multi-second exposures in broad daylight that can create some very surreal effects such as making people disappear from a busy street!

#### **B+W 1.8-64X (106) 6-stop ND**

This B+W Neutral Density Filter reduces the light by **6 f-stops**. With this filter and without changing the f-stop, a shutter speed of 1/60sec is changed to a full second, thus requiring the use of a tripod. Flowing water is rendered as flowing in the photograph, and people moving in streets are dissolved in un-sharpness or become invisible. Due to its higher transmission in the red beyond 660 nm, this filter brings a slightly warm tone to color photographs. If this effect is undesirable, a B+W UV-/IR-Blocking Filter 486 in front of the neutral density filter (not behind it!) remedies that situation.

**\$172.95** for 77mm size

## **B+W 3.0-1000X (110) 10-stop ND**

With a light intensity reduction of 10 f-stops, this B+W Neutral Density Filter has a slightly stronger warm tone than the ND 106. Its principal field of application is the observation and documentation of industrial processes with extreme brightness, such as steel furnaces, incinerators, glowing filaments in halogen and other bulbs. Very cool effects can be done with crowded places and the seashore!

**\$172.95 for 77mm size**

Attenuation Factor	Filter Optical Density	F-stop Reduction	% Transmittance
2	0.3	1	50%
4	0.6	2	25%
8	0.9	3	12.5%
64	1.8	6	1.5625%
1000	3.0	10	<0

## **4. Plastic Cameras**

*Dennis*

### **Diana+ 35mm Back & Splitter**

Lomographic Society is keeping fans in awe by designing new and exciting accessories for the **Diana+** camera. The **35mm back**

is a convenient option for those who enjoy the camera, but prefer the affordability and easy development of 35mm film.

Fully interchangeable, the back contains two integrated exposure counters which show the frame number, as well as options for four different image formats: *Panoramic with sprocket holes (33 x 48mm)*, *standard panoramic (24 X 48mm)*, *standard landscape(24 X 36mm)*, and *square with sprocket holes (33 X 34mm)*. The **Splitter** is a multiple image slicing tool that goes on top of the Diana+ lens. The simplicity of the Splitter allows you to slice and dice photographs by only twisting the blade, and expose portions which have not been covered by the blade. One could produce half or multiple frame effects on the same photograph, or go to the extremes of overexposing to create something extraordinary.



*Diana+ 35mm back* **\$54.50**

*Splitter* **\$15.80**

## **5. Albums & Folders Update**

*Barb*

The last items for my new Folder Sample sets have now arrived and I'm working to label and package them. Most of these will be new to Beau clients, but we believe they have potential to stimulate client interest and help increase your sales while remaining economical to you.

Once completed, the samples and special-order prices will be sent out with our catalogue sets. (Please bear in mind that these are not stocked at Beau Photo and that most special order mounts must be ordered by 'case quantity'.) Allow about 4 weeks for delivery to avoid angst.

## **6. Renaissance Albums**

*Sarah*

As the May Sale has come to an end and the blossom trees now show only their transition into summer, a ray of sunshine aka *Timshel* has returned to Gabriola Island. This last month I have undergone Timshel's brilliant but grueling training regime and I just about survived. Her extensive knowledge on 'Renaissance Albums' has been invaluable, PLUS I am almost programmed as a *Timshel Clone* (well not exactly). There is still rather a large pair of shoes under my desk that need to be filled, well.....GULP!!

Thank you Tim for all your generous hard work, time and energy and for putting up with my indiosyncrasies ;)

For the first couple of weeks I am sure to feel a bit lost without my mentor but I promise to find my feet quickly so in the meantime if you can be a little patient and email me with your questions on 'Renaissance Albums' I will respond pronto! Thank you!

And on a final note, now that the May Sale is done and dusted what 'Album' news can make your eyes as large as Pluto? Well, we have a few fantastic old stock albums on the shelves, Library Bound, Seville and Ventura to name a few (at marked down prices) that are in need of good homes, perhaps with happy newlywed couples, so drop by Beau sometime or write me an email for the lowdown!

## 7. Events

**PPA IMAGE EXPLORATIONS** July 12-16, at the Shawnigan Lake School. Image Explorations is a school recognized by the PPA for professional photography development. Learn everything you have ever wanted to know about Photoshop, Wedding photography, and 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! [www.imageexplorations.ca](http://www.imageexplorations.ca)

### **SUMMER PHOTO COURSES at Emily Carr Continuing Studies**

Don't miss your chance to enroll in one of Emily Carr's photo classes this summer. Learn from award-winning instructors in world-class facilities at Emily Carr University of Art + Design on Granville Island. Featured courses include:

**Black-and-White Photography II** Jul 8 – Aug 5

**Black-and-White Photography III (Fiber-Based Printing)** Jun 28 – Jul 26

**Photoshop: the Basics intensive** Jun 22 – Jun 26

**Photoshop: Intermediate** Jun 22 – Jul 27

**Photoshop for Photographers** Jun 20 – Jul 25

**Marketing Design Services (2D)** Jul 8 – Jul 29

**Digital Video: Editing intensive** Jun 15 – Jun 19

**Cell Phone Filmmaking intensive** Jul 20 – Jul 24

*Intensive denotes courses running for five consecutive full-day or half-days. All other courses are once weekly, in evenings and on weekends. All courses are taught at our Granville Island campus. For more information, or to register, call or visit the campus.*

604 844 3810 [www.ecuad.ca/cs](http://www.ecuad.ca/cs) [csinfo@ecuad.ca](mailto:csinfo@ecuad.ca)

**ANDREAS GURSKY** *Werke/Works 80-08*, **STAN DOUGLAS** *Klatsassin*,  
**ANTHONY HERNANDEZ** solo exhibits at the VANCOUVER ART GALLERY.  
[www.vanartgallery.bc.ca](http://www.vanartgallery.bc.ca)

**FLOW: *The Progression of Freeride Mountain Biking In North Vancouver***  
at the PRESENTATION HOUSE GALLERY, organized by Ian Verchere.  
June 27 to August 2 [www.presentationhousegall.com](http://www.presentationhousegall.com)

**SALON** A group exhibit at the EXPOSURE GALLERY  
June 20 to July 5, opening reception 8pm, June 19. [www.exposuregallery.ca](http://www.exposuregallery.ca)