

BEAU NEWS



Photo Jason Kasuta

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October 2009



I Pro Sales ^{Ken}

Beau Photo is pleased to announce great deals on Phase One Cameras and digital backs!

The Phase One 645 camera system raises the benchmark for quality. Phase One engineers have taken advantage of complete integration, optimizing image quality from capture to processed image. Advanced communication between the lens, camera body, and P+ back enhance performance and by doing so, will increase your capturing possibilities.

Here are some great deals we are able to offer:

P45+ Kit (rental demo mint condition) with **Phase AF 645 body** and **80mm f2.8 lens**. Great for high resolution images. Featuring unlimited burst sequences, 39 megapixel sensor; 0.67 fps, 50-800 ISO, and a lens factor of 1.1
\$26,900.00

P30+ Refurbished for V Series Hasselblad. Top quality for fashion photographer. Featuring an ISO of 50-1600, a 31.6 megapixel sensor; 0.8 fps, and a lens factor 1.3.
\$12,740.00

New P25+ Kit with **Phase AF 645 body** and **80mm f2.8 lens**. Great for an all-round photographer. Features unlimited burst sequences, a 22 megapixel sensor; 0.67 fps, 50-800 ISO, a lens factor of 1.1, plus classic warranty.
\$14,599

New P25+ back for V series or H series Hasselblad or Contax 645 Cameras. Includes classic warranty. Blow out pricing !
\$12,300.00

New P2+ back for V series or H series Hasselblad or Contax 645 Cameras. Great for fashion and portrait Photography. Featuring an 18 megapixel sensor; 1.2 fps, 50-800 ISO, a lens factor of 1.3, plus classic warranty. Blow out pricing ! **\$8,965.00**

New P20+ back for V series or H series Hasselblad or Contax 645

Cameras. Great for your first digital back. Featuring a 16 megapixel sensor, 0.8 fps., 50-800 ISO, a lens factor of 1.4, and classic warranty.

Blow out pricing ! **\$7,845.00**

*Quantities are limited and when they are gone this sale will not be repeated. Call or e-mail Ken or Mike for pricing on all other Phase products at 604 734 7771, or prosales@beauphoto.com

2 Digital Mike

Canon EOS-1D Mark IV

expected at \$5,499

On October 20th, Canon announced their next flagship high-speed "sports" camera, the 1D Mark IV. Boasting a full **16 million pixels** on an APS-H sized sensor (1.3x crop), yet still capable of **10 fps.** this new camera won't just be at home in the hands of sport's photographers or photojournalists. It will be equally at home in the studio doing commercial jobs, shooting weddings and portraits and even landscape photographers might embrace it, as well as those who need a tough weatherproof body (where the 5D Mark II just doesn't cut it) but cannot justify the high price of the 1Ds series cameras. Sixteen million pixels was in the realm of medium format digital backs not all that long ago and Canon's 1Ds Mark II, only one generation ago, was a 16 megapixel camera as well. The Mark II is still in use in the above mentioned non-sports type jobs by many photographers.



Apart from the huge increase in megapixels (the 1D Mark III was only 10 MP), what does the new Mark IV offer? First off, despite its huge increase in megapixels, it seems as though it still ups the ante as far as high ISO / low-noise shooting. **How does a top ISO of 102,400 sound?** Yes, that's over one hundred thousand! While I'm sure the top setting won't give image quality you'll want to write home about, it likely means that the more mundane settings like ISO 6,400 or 12,800 might actually prove to be quite clean and useable. Since I have not seen any sample raw images yet and can only go by the JPEGs that have been posted by Canon, I cannot be certain how good this camera will be, but if Canon's

success at squeezing surprising image quality from the very high pixel-density of the EOS-7D (18 MP at a 1.6x crop) is any indication, with undoubtedly a few more tweaks added, I do anticipate that the new 1D Mark IV camera will likely be quite stunning.

Next up on the upgrade list is video. Yes, in this day and age, video seems to be the key feature, like it or not, so the new Mark IV gains exactly the same video functionality as the recently introduced EOS-7D. Of course with its remarkable high ISO shooting capabilities, it will likely be even more stunning in difficult light. I have recently been working on a short film and shot some scenes with my EOS-7D in Vancouver, fully at night (ISO 3,200-5,000) with no added lighting, and even it is surprisingly good. To quickly summarize the 1D Mark IV's video modes, you get **full HD 1080p (1920x1080 pixels) at 24, 25 or 30 fps**, and also **720p (1280x720 pixels) or 640x480, at 50 or 60 fps**. There is a mono onboard mic with a stereo input jack and sadly, automatic gain control is firmly in place with no sign of any manual audio control or monitoring ability. Unfortunately the 4GB clip length limit also still exists. The camera could get around this limitation, due to the way CF cards are formatted, simply by splitting footage at the 4GB limit automatically, but I suppose we might have to wait for another generation before that is addressed. At least you still get the **full manual exposure mode**, where you control ISO, f-stop and shutter-speed, or full auto mode where the camera chooses it all. Live-view AF is said to be improved but I wouldn't hold my breath for any miracles there.

We have a new AF system too. Is it all new like the EOS-7D? No, it does not appear to be, rather it seems to be an overhaul of their previous 45 point system with a huge increase in the number of cross sensors, 39 in total, and some intelligent sounding new focus algorithms and a partial implementation of the Spot-Focus mode that the 7D has. The hope is that, out of the box, the AF system will again be something that Canon can be proud of and sports photographers can trust! The 1D Mark III was plagued by firmware updates, hardware fixes and recalls pertaining to its autofocus system before it finally started to get some respect. Whether the Mark IV can achieve the same confidence inspiring, near flawless performance of the older 1D Mark II has yet to be seen, so let's all cross our fingers since the rest of the camera sure seems like a winner!

Lastly, there are numerous other tweaks, like an awesome new **920,000-dot rear LCD**, a new **wireless file transmitter**, **improved Live-View**, **HDMI output** and

enhanced on-camera flash control. Otherwise, the camera is very much looking like the model it is replacing. Finally, for those really into video, 24 fps is really 23.976 fps, 30 is really 29.97 fps, and 60 is really 59.94 fps - just like on the EOS-7D. Just in case you were wondering... We already have a waiting list going but no CPS pricing as yet from Canon. Do call if you'd like to be put on that list!

Canon EOS-7D Fall Promotion!

Buy a Canon EOS-7D body or kit and get a **free spare LP-E6 battery** and a nice **LowPro Nova 180AW camera bag** at no charge - a \$180 extra value! This is on until the end of November, but it may be extended...

Canon EOS-5D Mark II \$200 Instant Rebate! (Nov 1st -30th) Until the end of November, buy a 5D Mark II body or kit at get a **\$200** instant rebate!

Canon EOS-50D or Rebel T1i \$50 Instant Rebate! (Nov 1st -30th) Until the end of November, buy any 50D or T1i body or kit, at get a **\$50** instant rebate!

3 Accessories Jason



Introducing the Gorillapod Focus, the steroid fuelled, latest member of the Gorillapod family. With its broad legs made from machine anodized aluminum joints, the one pound Focus can withstand up to 5 kg (11 lbs) of gear! As with the smaller members of the Gorillapod family, one is able to secure the Focus to a tree branch, bench, post or any other object you desire, but with the stability of a professional tripod at a fraction of the size and weight. This feature can be invaluable in Europe, as using a tripod in some places will result in a 'professional fee,' but something such as the Gorillapod will be ignored by security. The Focus also includes a standard 1/4" screw mount which can

also become a 3/8" screw with an adaptor so you can mount a larger tripod head if you so wish. Gorillapod does make a small ball head with a quick release, but it may be a bit small for the gear that the Gorillapod Focus can potentially handle.

\$134.95

4 Rentals Kathy

The weather has changed and so have the rental requests! In the summer the lenses are really busy for weddings and all sorts of outdoor shoots but when the rain comes, it's all about the lights. We have quite a few two head monohead kits from a **150ws Photogenic kit** right up to the **Profoto Pro 1000 air**. We've also got packs and heads from the usual Profoto, Dynalite, and Speedo. If you need to do an outdoor shoot, or don't have good access to AC power you can rent **battery packs** from Hensel or Profoto or a battery power supply from Dynalite that you can plug your own lights into (up to 1000ws). Keeping in mind that the wet Vancouver weather is very hard on equipment, none of these packs will tolerate moisture so keep them well out of the rain if you are shooting outside. Winter is a good time to try new lighting techniques and try some fun equipment you haven't used before. There is nothing like a ringflash, or beauty dish, or maybe a Profoto Giant Parabolic reflector to bring light to the dark rainy days.

5 Film Dennis

Efke IR 820 Aura

The Efke Maco IR 820 Aura is now available at Beau Photo! Produced without an anti-halation (AH) backing, the film allows light to scatter in the emulsion, resulting in photographed subjects with halos and auras, which are often desired in infrared photography. Like the IR 820c, the Aura has a panchromatic sensitization of 380 to 850nm, which allows for strong infrared effects such as dark sky, or wood effect. The film speed is 100/200 ISO depending on the developer, and 50/100ISO under tungsten light, though a lower ISO rating might be preferable depending on the intensity of the filter used with the camera.

Efke IR 820 Aura 135-36

\$14.54

Efke IR 820 Aura 120

\$14.54

6 Albums & Folders ^{Barb}

And the days dwindle down, to a precious few... September, November... We're fast approaching our annual Christmas deadlines. Please see Simon's 'Renaissance' submission for his details.

I'll be placing my last **TAP order** for 'fingers crossed guaranteed delivery before Christmas' (a few normally 'no problem' items have inexplicably been backordered recently, so I'll check before promising) to the factory on **November 16**. Please send your orders in as soon as possible to avoid 'personal and professional' disappointment. I'll likely be placing a few orders after that date, and might even have them here in time for Christmas presentation, but no promises (sorry). Miracles can happen, but they're fewer and farther between in these trying times.

If you need **imprinting**, I'll be needing your order by **November 6**.

We've got about an extra week for **AGT products** (Vancouver Folders, Vancouver Easels) as we don't have International borders to cross, so please plan to give us your orders by **November 23**.

If you're going to need any of the classic "DF" style items, please give me your request as soon as possible. They are available, but slow to ship. I promise to harass them daily on your behalf.

In-stock Christmas Cards have been deeply discounted. The packages of 12 cards with 13 envelopes are now slashed to \$2.88 per package, and the packages of 25 cards & envelopes are now \$5.75. At these prices, you could recycle the cards and just use the envelopes and still be ahead of the game.

Lest we forget... Please support our Veterans and wear a poppy.

7 Renaissance Albums Simon

Christmas is on its way, Hip Hip Hooray!! This traditionally means ‘Panic Time’ for your clients (who suddenly realize they need albums delivered in time for Christmas). We’re just a few days away from the deadlines for Renaissance Custom Orders.

Option A orders must be *approved* by **November 20th**, **Option B orders** must be *approved* by **November 13th**. Please remember to mark your orders with the word ‘**HOLIDAY**’.

If they’ve left it too late for a Renaissance custom album, don’t worry. We’ve got lots of the Renaissance stock albums on hand. These albums are perfect for quick assembly and are easy to use. However, I would order now to avoid disappointment.

I would also like to thank everyone for being patient with me during my first month at Beau, which I will say I have enjoyed and Beau is so much fun!

8 Events

The Malcolmson Collection

HISTORIAN TALK Saturday, November 28, 2:00 pm

“Shadow and Substance” Distinguished photography historian Grant Romer talks on the importance of materials, process and condition in fine art photography Exhibition runs until December 20.

<http://www.presentationhousegall.com>

Image on a Box Photographic Competition 2009

HARMAN technology, the company behind the traditional black-and-white photography brand, Ilford Photo, announces the “Image on a Box Photographic Competition 2009 - North America”. The competition is open to all residents of USA and Canada. Entries must be shot on Ilford Delta 400 Professional film and printed on any ILFORD black and white photographic paper. The closing date for the competition is June 30, 2010.