

# BEAUNNEWS



BEAU  
PHOTO

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## Hasselblad H4D-40 medium Format DSLR



New from Hasselblad is a **40 megapixel** version of their latest high-tech H4D medium format system. This camera promises to be a fashion photographer's dream camera, with a new fast shooting 40 MP sensor that boasts tremendous colour, tonality and dynamic range as well as being capable of shooting at **up to ISO 1600** in full resolution. The headline feature of the H4D has got to be the

wicked new **True-Focus AF system** that automatically compensates for the slight back-focus shift that occurs when focus-lock and recompose is done with shorter focal length lenses. With the lovely shallow depth of field shots that are possible with a medium format digital system, True-Focus promises to be invaluable at insuring the point of sharpest focus is exactly where the photographer intended it to be!

Also remember that every single one of Hasselblad's HC lenses are leaf-shutter lenses, offering much higher sync speeds than what a 35mm DSLR provides, allowing far more versatility when balancing strobes and daylight for location shoots. The higher shutter sync speeds will offer numerous benefits. They will allow you to shoot with wider f-stops when balancing with daylight, meaning your strobes will not be working as hard, allowing you to use lower power, and so cheaper and lighter, location strobe gear. The faster shutter speeds mean less ghosting when shooting moving subjects and the wider f-stops will also allow for more background blur when shooting in balanced strobe / daylight conditions. With all those benefits, the H4D is truly a high-end portrait, wedding or fashion photographer's dream camera! For other photographers wanting to do tripod-mounted night shots, the new H4D-40 will also allow exposures of just over 4 minutes, breaking the previous 32 second limit!

At around \$21,000 CDN (with an HC 80mm f/2.8 lens), this is the most affordable H4D system yet but if your work craves more megapixels, Hasselblad can also satisfy, with 50 and 60 megapixel versions of the H4D.

If you would love to take advantage of the benefits that a leaf-shutter based medium format digital camera can provide, but just don't have the budget for even a new H4D-40, keep in mind that Hasselblad often has **"Certified Pre-Owned"** 22, 31 and 39 megapixel H3D cameras, often at significantly lower prices as well. Availability varies, so feel free to call me and I will make an inquiry on what Hasselblad currently has in stock.

Finally, look for an email invite to a joint **Hasselblad / Beau Photo event** showcasing the H4D systems, and their new Phocus v2 software in the near future. If you are not on our special event mailing list, let me know and I will ensure you receive these email invites as well.

## Capture One Pro v5 (full version only \$299!)

Please note that we do have full versions of Capture One Pro 5 in stock. Don't be fooled by the boxes (which are still labelled v4) as the serial numbers contained within have all been upgraded by Phase One to allow activation of the full v5 Pro edition of their excellent raw conversion software. The boxes have red labels which read "Capture One Pro v5 License Inside!", just so you can be sure you are getting a version 5 eligible serial number. Rather than recycling all the packaging, we thought it best to reuse the boxes and simply have Phase One upgrade the serial numbers. Please note these are full versions (which sell online at a much higher price), and not just upgrades.

## New Nikkor Lenses! AF-S 24mm f/1.4G and AF-S VR 16-35mm f/4G

Hot off the presses are the announcements by Nikon of two very interesting lenses. If their previous releases are any indication, these will likely have exceptional image quality as well. A highly desirable lens for many is the 16-35mm focal length. While Nikon's 14-24mm is a stellar performer, for many using a full-frame body, it is simply a little too wide. People found themselves swapping between it and the 24-70 rather more frequently than is convenient. The older AF-S 17-35mm f/2.8 was good on film bodies, but not the sharpest on modern digital bodies, especially full-frame. Now this all new 16-35mm is coming to fill the quality gap! While some might lament the fact that it is an f/4 zoom, a full stop slower than the older f/2.8, the fact that it has VR will likely make up for that in many ways. Only when trying

to freeze action in low light will the slower f-stop matter, or perhaps when trying to eke out as much shallow DOF as possible from an ultra-wide zoom. In any case, the fact that it is an f/4 zoom means it will be smaller, lighter and much less expensive than if it were an f/2.8 - How does \$1349 sound for a state-of-the-art wide-angle zoom with VR stabilization? I thought you'd like that!

Next up is the fast 24mm prime. Nikon seems to be trying to close the lead that Canon is enjoying with their fast primes. Equalling Canon's 24mm f/1.4L II in speed, this new Nikkor promises to satisfy both FX and DX users craving a low light wide lens, with the ability to throw the background nicely out of focus. Again, if Nikon's recent releases are any indication, this new prime will no doubt be a sweet performer. Unlike the 16-35, this new 24mm lens is somewhat less affordable by mere mortals (non-professionals), coming it at a hefty \$2199. While it may be just slightly more expensive than Canon's offering, you can console yourself with the fact that an equivalent German prime would be way more expensive, and I do mean "way". For example, a Leica Summilux-M 24mm f/1.4 manual focus lens will set you back somewhere close to \$7,000!

We have both of these new Nikkor lenses on order, so if you want to be first in line to get one, drop me a line and I will put you on our waiting list!

## Canon EOS-ID Mark IV – Feedback

With a decent number of ID Mark IV bodies having gone out, the feedback we are getting so far has been 100% positive. People are saying the AF is improved over the Mark III, or for those who are finally upgrading from their Mark II or Mark II n bodies, I have heard that they are generally impressed. It is still a little too early to say for certain, but it looks as though the Mark IV is going to be a winner from an AF standpoint.

As far as image quality, the reviews have been extremely good so far. People are blown away at how clean high ISO / low light shots are, and how the noise characteristics at high ISO settings are quite pleasing, with no banding or pattern noise and very minimal blotchiness. While the noise levels are not necessarily any lower overall than the 5D Mark II, at least up to 3200 ISO (beyond, I would say the Mark IV takes the lead), the utter lack of any pattern noise means that what noise there is does tend to be

less intrusive than what the 5D Mark II generates. If you have bought a 1D Mark IV from us, I'd be very interested to hear how you are finding it. Feel free to call or email [digital@beauphoto.com](mailto:digital@beauphoto.com) with comments!

## 2Pro Sales <sup>Ken</sup>

### Post-Olympic, Paralympic and Pre Inventory deals!

Beau Photo is happy to extend to local and visiting photographers the following discounts on in-store stock. This is a great time to save or stock-up on some items that you may have been waiting for the right time to buy. There are many in store specials that you will want to check out as well.

<b>All Bags and Accessories</b>		<b>10% off</b>
<b>Memory Cards &amp; Card Readers</b>	Lexar or SanDisk	<b>10% off</b>
<b>Monopods, tripods and accessories</b>	Manfrotto & Gitzo	<b>10% off</b>
<b>Radio Transmitters</b>	Pocket Wizard	<b>10% off</b>
<b>Colour Calibration tools</b>	Spyder & Eye One	<b>10% off</b>
<b>Nikon and Canon</b>	Lenses & Bodies	<b>3% off</b>
	Batteries Accessories	<b>6% off</b>

Note: items already on Sale do NOT receive an additional discount.



Looking to do some great sporting event photography but can't afford to buy a new lens? Try a tele-converter! Extend the length of your existing lens by two! We have Nikon's 2X tele-converter on sale this month.

**Nikon TC-20E II AF-S Teleconverter** Reg. \$439.50

**Sale \$377.49**

# Take a Phase One camera home with you today!

Special sale on in store stock:

**P45+ Kit** (Rental /Demo mint condition) with **Phase One AF 645 body** and **80mm f2.8 lens**. Great for high resolution images with unlimited burst sequences. 39 Megapixel, 0.67 fps. 50-800 ISO Lens factor of 1.1

**Sale Price** \$26,900.00

**P30+ Back** (Refurbished) for V Series Hasselblad. Top quality for the fashion shooter with an ISO of 1600 31.6 Megapixel, 0.8 fps. CCD. 50-1600 ISO, Lens factor 1.3

**Sale Price** \$12,740.00

*Don't forget all the great deals that are available through Phase One on the P20+, P21+, P30+. Call for Pricing. Really need that new camera or Phase One or Hasselblad system and can't afford it but don't want to lose your regular clients? Talk to us about leasing. We deal with several lease companies to find the best deal for you. Talk to us and your accountant to see if a lease is right for you.*

**Phase One workshops are coming!** Workshops will include training on the Phase One 5.1, plus you will get to see the new leaf shutter lenses and the Hartblei camera. Stay tuned for information on how to register; contact Ken at [prosales@beauphoto.com](mailto:prosales@beauphoto.com)

[www.phaseone.com](http://www.phaseone.com)

## WPPI in Las Vegas

If you are going to WPPI in Vegas and would like to meet to discuss new products or how Beau Photo can better serve your needs, let's talk while you are there. (Note: Elvis impersonator not included. Catch me, Jay Leno, Blue Man group, or Cirque du Soleil or Elvis) I will be there on March 8th and 9th. Call to make an appointment.

### New from Lowe Pro!

We now have in stock three exciting new Lowepro bags: the Pro Roller x200, Pro Roller x300 and the Lens Trekker 600 AW II.

#### Pro Roller x200 & x300



Lowepro's Pro Roller x-Series combines the refined look of fine luggage with the hardworking functionality of a mobile

studio. Airline-compatible, (you can place the x200 and the smaller x100 in most overhead compartments) these bags deliver the ultimate in security and organization along with a full set of premium features.

Lowepro-designed oversized zippers with high-density pulls, connect universally via a retractable cable to an official TSA LOCK with a 3-digit combination creating an exclusive Lock & Go System - a streamlined and secure means of protecting valuable gear. The Reserve Pack feature provides a dual carrying option. Unzip the bottom of the roller to reveal an impromptu backpack, or to downsize in last-minute scenarios where a regional airline or smaller plan requires smaller dimensions for carry-on. A zippered front panel closes and secures the roller case for check-in or storage while the backpack is in use. A retractable handle features left-right operating buttons and a ¼"-20 threaded accessory mount, serving as a

makeshift platform for lighting or shooting.

The premium wheels are removable and replaceable (with an Allen wrench) and feature Lowepro-designed housings. Additional features include: Hideaway Tripod Mount and removable tripod holder; SlipLock™ attachment loops, hideaway prop foot, cord management pouch, empty/full indicator flaps on memory card pockets, ID card holder; additional space for documents and personal items, plus room for a notebook in the front pocket.

Airline regulations are subject to change. Check your airline before departure. Please note: Pro Roller x200 is airline-compatible without laptop in the front pocket and with the handle compressed.

**Pro Roller**     **x200**  
                         **x300**

Price \$419.95

Price \$524.95

## Lens Trekker 600 AW II



Created specifically for nature and sports photographers, the Lens Trekker 600 AW II backpack is designed to perform in any environment, from a quiet day at the George C. Reifel Migratory Bird Sanctuary to the rugged backcountry to a crowded sports stadium. The roomy main compartment fits a pro digital SLR with attached 600mm telephoto lens or unattached 800mm lens. An ergonomic, removable adjustable-torso harness system offers a custom fit, plus includes a padded back pad with lumbar support. A drop-down zipper provides full access to gear and

features 6 memory card pockets on the inside lid. The built-in All Weather Cover™ protects large-sized gear from wind, rain and dust.

**Lens Trekker 600 AW II**

Price \$194.95

## 4 Rentals Kathy

It's been a lot of fun during the Olympics to meet the photographers who are here from out of town and hear the stories of Olympics past. We've helped them out with a wide variety of things from lenses and monopods to lights, background kits, and Pocket Wizards. Once the Olympics and Paralympics are over, there will be a few lenses I will be selling off from rentals. Since the new Nikon 70-200 VR II arrived, I have a few more lenses than I really need. There will also be a newer version of the Nikon 300mm f4 coming up. Things will slowly become available toward the end of March so if you are interested, e-mail Ken at [prosales@beauphoto.com](mailto:prosales@beauphoto.com) and he can start a list.

On another note, spring and summer seem to be fast approaching and this means weddings and a lot of camera and lens rentals. If you have weddings booked and you know you need to reserve equipment, give us a call with your list and we'll make sure it's written in for you. The weekends in the summer can be quite busy with some lenses being all booked out a week or more in advance. Here is to a busy and successful season for everyone.

## 5 Film Dennis

### Expired Film Clearance

We have a few expired film for sale, all at half price!

Ilford XP2 135	Reg. \$8.04	Sale \$4.02
Kodak Ektachrome 64T 135	Reg \$15.86	Sale \$7.93
Kodak 400NC 8x10 (10 sheets)	Reg. \$133.81	Sale \$66.91
Kodak Ektachrome EPP 120 pro pack	Reg. \$48.01	Sale \$24.01
Kodak Ektachrome EPN 4x5 (50 sheets)	Reg \$164.01	Sale \$82.01
Kodak Ektachrome EPP 4x5 (50 sheets)	Reg \$164.01	Sale \$82.01
Kodak Ektachrome 64T 4x5 (50 sheets)	Reg \$157.86	Sale \$78.93
Fuji T64 4x5 (50 sheets)	Reg \$153.97	Sale 76.99

## 6 Albums & Folders <sup>Barb</sup>

What a party we've had! The streets of Vancouver have been full of the happiest group of flag-waving (and wearing!) people I've ever seen. We've met people from all over the world at our front counter, on the streets, on transit.. and everybody was having a really great time.

Although it's a bit disconcerting to see daffodils and tulips, cherry blossoms and magnolias in bloom this early in the year, it certainly has made it easier for everyone to get out and enjoy the various venues without having to worry about frostbite. (Last year at this time I had 3 feet of snow in my yard. This year: crocus and snowdrops!)

While all this has been going on, we've also been getting our catalogue sets updated. If you've already requested your set but haven't received it, you will shortly. If you need one but haven't asked for it yet, please let me know. You could e-mail me at [barb@beauphoto.com](mailto:barb@beauphoto.com)

## 7 Renaissance Albums <sup>Simon</sup>

Wedding Fair season is in full swing. If you require any advice in promoting Renaissance products in your business, I am always here to help. Remember we sell and rent studio samples. It is easier to promote your business if you have sample products on hand to show potential clients at wedding fairs and consultations.

I will be attending **WPPI in Las Vegas** on March 8th & 9th. I am planning to meet as many BEAU clients as possible so please let me know if you are going. I will be at the Renaissance booth between 10am to 4pm - *unless I win the Jackpot the night before!!!*

I hope you have received the e-2010 price list. We have made a small amendment on page 14 – Custom Library Bound Mix and Match Medium - prices start from \$97.50 to \$182.00. The up to date version is ready to download from Beau Photo website via the secure login.

# CLEARANCE: Album overload at BEAU!

We have a number of non regular stock albums here at Beau we would love to clear out. Once the albums are sold the regular prices will apply.

## Library Bound Books

1 x **Matte Durapelle** (LIB91M-10BB-SQ)      Reg \$161.50      **Sale \$145.50**  
10 black pages, black edge with square

1 x **Durapelle** (LIB91-24BS-SQ)      Reg \$231.00      **Sale \$205.00**  
24 black pages, silver edge with square

1 x **Matte Durapelle** (LIB91M-15BB-SQ)      Reg \$180.00      **Sale \$162.00**  
15 black pages, black edge with square

1 x **Chelsea Leather Black** (LIB50-10BB-SQ)      Reg \$201.00      **Sale \$136.50**  
10 black pages, black edge with Square

1 x **Luxsuede** (LIBLG-LX1-18BS-SQ)      Reg \$169.65      **Sale \$188.50**  
18 page B/S with square

1 x **Black Gramercy Leather** (LIB71-24BS-SQ)      Reg \$270.00      **Sale \$242.50**  
24 page black-silver with square

1 x **Black Gramercy Leather** (used)      Reg \$221.74      **Sale \$180.85**  
24 page black-silver with square

1 x **Original Embossed** (LIB91-20BSEM)      Reg \$187.50      **Sale \$149.50**  
20 page black with silver trim

## Mats (CON#721)

**56cents each**

Includes the following mats: MS801BB x 20, MS805BB x 1, MS807BB x 2, MS813BB x 1, MS829BB x 1, MS833BB x 3, MS860BB x 2, MS867BB x 1, MS870BB x 1

# 8 Olympic Wrap Up Carol



Well, it was a busy and fun couple of weeks at Beau Photo as we were able to welcome photographers from all over the world. Not only did we meet a lot of nice people, but we had an ongoing geography lesson as many of them marked where they were from on our world map. A few staff members had fun speaking their second, and sometimes third languages.



Photographers on our map were from: *Argentina, Austria, Australia, Bulgaria, China, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Japan, Latvia, Mexico, New Zealand, Norway, Poland, Romania, Russia, Serbia, South Korea, Sweden, Switzerland, Turkey and the United Kingdom.* Of course the majority were our own Canadians from as far away as St. John's Newfoundland and of course, our neighbours directly south in the USA.

As of March 1st we will be back on our regular opening hours to help with all your photo-related needs. Our hours are Monday to Friday, 8:30am to 5:00pm.

# 9 Events

## **BEHIND THE LENS: OLYMPIC PHOTOGRAPHY**

International Olympic Committee's photographer John Huet will present images he captured at the recent Vancouver 2010 Olympic Winter Games and his work from previous Olympic Games including: Salt Lake City, Athens, Torino, and Beijing.

Friday **March 5th, Langara College**

Tickets: \$45, current Langara students: \$35. To register call 604-323-5322.

## **CAPIC VANCOUVER PRESENTS HEATHER MORTON, Canadian Art Buyer**

A lecture and private consultation on marketing for photographers and the Canadian photography market.

Lecture Thurs **March 25** Location TBA

Private Consultation Fri / Sat **March 26 / 27** at **Sugar Studios**, 1635 Powell Street

Tickets for both events are available to purchase at Beau Photo.

## **CUE: ARTISTS' VIDEOS**

A program includes works that address cinematic language in video, utilize performances made specifically for the camera, or witness the unfolding of world events. Each program runs continuously on selected days between 5:00 A.M. and 2:00 A.M. **Vancouver Art Gallery** Programs run until March 21.

Catch up with the staff at Beau Photo at the following events!

## **WPPI 2010**

Beau Photo's staff Ken, Simon and Carol will be attending the trade show so please give us a call if you want to set up a meeting at the Renaissance Album booth or any other of our many suppliers.

**March 4-11**, at the **MGM Grand in Las Vegas**

<http://www.wppionline.com/storage/lasvegas/home.html>

## **IMAGE QUEST PHOTOGRAPHERS' CONFERENCE**

**March 21-23, River Rock Casino Resort, Richmond**

<http://ppoc.ca/ppabc>

## **THE 2010 PPOC NATIONAL CONVENTION**

Excellent conferences given by renowned speakers from all over Canada and USA.

**May 5 - 12**, in **Mont Tremblant, Quebec**

<http://inspiration2010.ca>



