



BOO!!

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Pt. I **DIGITAL** *Post-Photokina 2010*

Mike M.

Now that Photokina is over, it is inevitable that there be a lull in new product announcements. However, there was a fair number of products announced that have generated some excitement. First off, what was NOT announced:

We have a D700S or maybe a D900 from Nikon that is *MIA*. With other upgrades that have recently happened, the D700S was a shoe-in. Tweak the camera a bit and add a video mode. This is what more or less happened for the D300-->D300S and the D3-->D3S upgrades. Nothing too dramatic, just some subtle improvements and add HD video. Nope, did not happen. How about a D900... a more affordable version of the high mega pixel D3X, similar to when the D700 came after the D3? Gotta wait some more.

What about Canon? Well after years of being their flagship body, the EOS-1Ds Mark III is starting to show its age a little. While it is still an impressive camera when taken as a complete package, the inexpensive EOS-5D Mark II now handily beats it for image quality, the EOS-1D Mark IV now has an AF system that is a generation ahead and far superior, and video? Virtually every new DSLR announced in the last year can do HD video, at the very least 720p, but the flagship 1Ds Mark III? Nope. No upgrade love has been dished its way, nor has a new high-mega pixel flagship 1Ds Mark IV appeared, boasting 30 plus mega pixels, a DSLR beast that would instill fear in the hearts of medium format digital backs the world over! Even the EOS-5D Mark II could use an upgrade. Where is the fabled 5D Mark III, with its wonderful full-frame sensor enclosed in the technological marvel that is the body of the Canon EOS-7D? I would say that the EOS-7D has proven itself superior to the 5D Mark II in nearly every way, save that it is a cropped sensor and that its absolute noise levels are still higher than the older full-frame 5D Mark II. I suppose the wait for the “perfect” 5D continues...

What is interesting, is that I actually have waiting lists for most of the above mentioned cameras already. People are already “lining up” to buy the next greatest DSLR from Canon or Nikon... But they can’t!

Tick-tock, tick-tock... Let the waiting continue...

New Stuff - What was announced!

Fujifilm: FinePix X100

Arguably, the star of the Photokina show was the pre-announced Fuji X100 (<http://www.finepix-x100.com>).

Easily winning the prize for generating the most buzz across the Internet, the X100 was talked about just about



everywhere! *What is it?* Despite its name, it is not just another FinePix point & shoot, rather it is a compact, yet large sensor equipped (12.3 mega pixel APS-C size), auto focus fixed lens (a 35mm f/2 equivalent 23mm lens), metal-bodied “Hybrid-Range finder” style camera with full mechanical controls for f-stop and shutter speed. Whew! Okay, carefully reading of that list will probably start making some sense and perhaps the appeal will begin to build however what sets it apart is definitely its hybrid-range finder design, a design so ingenious that digital Leica range finder fans everywhere are pining for something similar!

Fuji’s marvellous new finder is both an optical finder (where you directly see the scene you are shooting with your own eye through simple optics) and an electronic viewfinder (EVF) that displays exactly what the always-on live-view sensor is seeing. Not only can you switch between the two views with the flick of a small lever, but the EVF also assists the main optical finder by providing superimposed framing lines that move to compensate for parallax and by displaying a variety of very useful exposure information such as f-stop, shutter speed, ISO, focus distance, exposure compensation and even a virtual bubble level.

In addition, Fuji is promising absolutely stellar optics with amazing *MTF* figures on the diminutive 23mm lens, an offset-micro-lens matched CCD sensor to ensure the absolute highest degree of corner-to-corner resolving power and sharpness, as well as fast auto focus with responsive and intuitive handling. This could be a street photographers dream camera! With specifications like these, one might expect the camera to approach the similar Leica X1 in cost, however Fuji is suggesting a price of just over \$1000 CDN for this beauty, so less than half the price of the X1. *The bad news?* We all have to wait until March 2011 to get one! Now, if only Fuji could imagine the spectacle that would ensue were they to announce an interchangeable lens version, one that would go head-to-head with the Leica M9. I doubt they could make enough of them to satisfy the demand...

Nikon: D7000 Digital SLR

Nikon has announced an excellent new APS-C digital SLR (DX in Nikon-speak) with the new D7000. It has the highest mega pixel count this side of a D3X, coming in at 16.2 MP, and despite its higher resolution it promises improved high-ISO performance when compared to previous Nikon DX bodies such as the D90 and even the D300. In fact, some say it is approaching a full-frame D700 as far as low-light



performance, but we'll have to wait for testing before I would go as far as confirming that. At a price point of around \$1200, several hundred less than the D300S, what more do you get if you buy a D300S? Not a lot really! The D7000 has weather-sealed full metal alloy body, a 100% viewfinder, shoots its 16.2 MP files (14-bit raws) at 6 fps, has a new 2016 pixel light-metering sensor, a 39 point AF system with 9 cross sensors and 3D AF-tracking and lastly, it is the first pro-level DSLR from Nikon to shoot in Full HD, 1080p at 24 fps (23.997).

What the D300S does offer is slightly faster shooting, capability of 8 fps, a slightly more elaborate focusing system with 51 AF points, 15 of which are cross sensors, and an arguably more "pro" Compact Flash slot rather than the dual SD slots of the D7000 (yes, it has two slots!). It also offers the ability to take a 10-pin remote for compatibility with the MC-36 Timer-Remote cord as well as Pocket-Wizard Pre-Trigger cables, and ergonomics that more closely match the higher end D3S or D3X bodies. But really, there is not much else. At its price-point, I think the D7000 is fantastic value and I am sure it will sell like warm hotcakes on a cold winter morning! As an answer to Canon's EOS-7D, I'd say the D7000 is a very solid contender. Only time will tell how these two well-matched competitors will fare against each other. The D7000 will begin shipping near the end of October, so if you want to be one of the first to get one, call and get your name on our list!

There is too much to talk about with respect to the D7000's new or improved features, so check out <http://www.dpreview.com/previews/NikonD7000/> for an extensive hands-on look. In addition, watch my digital imaging blog as I intend on publishing a first-look review as soon as I get my hands on this exciting new Nikon!

Canon: PowerShot G12

I suppose with Canon pre-announcing the PowerShot S95 and EOS-60D well in advance of Photokina, they needed to hold something back as a surprise. Well, not really a surprise as there was a substantial leak on the Internet at the time of the S95's launch. The G12 is essentially an upgraded PowerShot G11 with 720p video capabilities and an excellent new front control-dial for changing shooting settings. While two small changes are hardly earth-shattering, they do make what already was an excellent professional-grade point & shoot, all that much better. Lastly, all these new lenses feature a fluorine coating on the outside lens elements, which is similar to what is being used on Canon's CMOS sensors, meaning that they should be much easier to clean and will repel dirt and moisture more effectively. We have not yet received pricing on these new lenses either and as with all new popular Canon products, it may be that stock will initially be hard to come by, so call us if you want to be put on a pre-order list!



Hasselblad: H4D-31

Wow... The 31 mega pixel sensor is back, and paired with Hasselblad's excellent H4D body! I think that the 31 mega pixel H3DII-31 must have been one of Hasselblad's best selling medium format digital SLRs. At the end of its life, it was at that magic \$10,000 price point for the digital back, H3DII body and viewfinder, and they sold lots of them. In addition, they also had the same kit bundled with the HC 80mm lens for \$11,995 US. With Kodak apparently ending production of the 31 mega pixel sensors some time ago, there was this constant apprehension on whether or not Hasselblad would continue to get those sensors so that they could have a complete system at such a breakthrough price point. Well, apparently they must have secured many more sensors from Kodak, or they have persuaded Kodak to start production again. The 31 is back, and now in H4D guise! Since the H4D body is a nice upgrade from the H3DII, one would expect the price to be a little higher, and it is, coming in at \$13,995 US. Still, this is an amazing price-point for Hasselblad's flagship H4D body and the proven 31 mega pixel back. The cost of the H4D with the 80mm lens is \$13,995USD, and whether or not it can be ordered without a lens is up in the air at the moment.



Hasselblad Lenses: New HC 50mm-II and HC 120mm-II Macro

With higher and higher mega pixel backs on the horizon, including Hasselblad's announcement of an upcoming Multi-Shot 50 mega pixel unit that will create gigantic 200 mega pixel files, Hasselblad has decided to update two of their lenses with new versions that promise improved image quality and resolution. The HC 50mm F3.5 lens is expected to be for sale at \$3,895USD, and the HC 120mm F4.0 Macro at \$4,450USD.



Hasselblad CFV-50 Digital Back, Phocus Software and More...

Also new in the pipeline from Hasselblad is a 50 megapixel version of their V-series back. If you have an old V-system (500CM, 501C, 503CW etc.) then it is easy to now get into big digital back mega pixels! This stylish unit is essentially the size of a 120 film magazine and has beautiful chrome trim that matches the styling of your old Hasselblad body. While focusing can be a challenge in the field with an older system (the viewfinder in the newer H-bodies is much better), this new CFV-50 would be ideal if you are using a V-system for studio shooting and can double-check the focus of a shot on a computer right away. The digital back is expected to be for sale at \$16,995USD.

Speaking of focus... Hasselblad's Phocus software is undergoing some updates as well, not the least of which is the introduction of iPad and iPhone software (Phocus Mobile) to remotely monitor your capture session and allow you to view and zoom in on photos. Sweet! Availability is pegged at 4th quarter of this year.

Finally, a firmware update is coming to the H4D which will enable an electronic "spirit" level which will help landscape photographers get straight horizons and architectural photographers get straight buildings! In addition, there will be the ability to preview captured images on the back of the camera while shooting tethered and finally, support for the GPS add-on for the H4D-60.

In closing, there is also a special Ferrari Edition of the H4D, limited to 499 units. Boasting a beautiful Ferrari red finish, expect this model to be hard to come by and almost certainly more expensive than a standard H4D!

Pt.II PRO SALES

Ken S.

Gitzo Autumn Sale



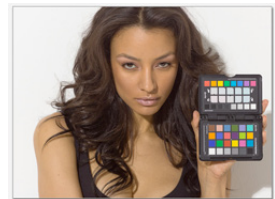
If you haven't experienced the lure of some of the worlds finest quality tripods and heads now is the time! Founded in 1917, Gitzo has been known to be synonymous with quality. Professionals all over the world acknowledge Gitzo's tripods, monopods, heads and accessories as setting the industries standards for excellence. Gitzo's carefully crafted products make up a comprehensive range of supports for: large, medium, and small format still cameras, video cameras and binoculars for birding and spotting.

For the Month of October take an additional 15% off our already low prices.

This sale applies to in stock and special order Gitzo products.

Super Sale on Macbeth color checker passport!

The ColorChecker Passport is a powerful 'capture to edit' color solution for any photographer looking for accurate, consistent color, and creative flexibility. And when you combine ColorChecker Passport with Adobe® Imaging solutions you'll gain even greater benefits. ColorChecker Passport combines three photographic targets into one pocket size protective, multi-positionable case that adjusts to any scene. Together with the included camera calibration software, you get the ultimate in functionality, flexibility and portability. Check out a few great instructional videos online at :



www.xritephoto.com/ph_proxuct_overview.aspx?id=1257

Regular Price \$129.95

Super Sale price \$109.95

As the days get shorter and we all are trying to make the most of the dwindling daylight I thought "I should put all our used lighting kits on sale". So I did! For the month of October all used, consignment and clearance lighting is **an additional 10% off!**

Call for details of what we have on hand.

One more deal!

For the month of October all in stock Photoflex softboxes, reflectors and umbrellas will be 10% off. Save on some of the best built light modifiers around. Don't delay, some products will be limited !



Pt.III ACCESSORIES

Maciej W.

Think Tank Retrospective Bag (coming soon)



The Retrospective series is comprised of three shoulder bags and two lens changer bags. The bags are created for the professional photographer who wants to blend in with the crowd and remain inconspicuous in any situation, with the look and feel of "old-school" camera bags infused with "new-school" features and technology for the age of digital imaging

Beau Photo will be carrying both colours (Black & Pinestone) of the Retrospective series, in sizes 10, 20 and 30. The Retrospective Lens Changer 2 and 3 are also available for order, but will not be a regular stock item. Our first shipment is expected to come in the first or second week of October.

Pt.IV RENTAL

Jason K.

Litepanels MicroPro

We have a new product in the rental department!

The **Litepanels MicroPro** professional video light, a professional LED video light that runs off six standard AA batteries that can be mounted on the hotshoe of any DSLR. This flicker-free light boasts the unique ability to dim or brighten without a colour shift, maintaining colour accuracy across the board from 1-100%. If

you want to balance to tungsten, the Litepanel MicroPro comes with a CTO gel that will convert the 5600K light to 3200K and it will conveniently fit into the frame of the unit.

An accessory ballhead is also included that will allow one to tilt the light at an angle when attached to the hotshoe of a camera.



This is a great light for on or off camera video shooting, or even for stills photography, to throw in a little bit of a kicker light. The Litepanels MicroPro produces 1.5 hours of continuous output from 6 AA batteries or 5-6 hours from Energizer e2 Lithium cells. It generates almost no heat, so it's remarkably easy to handle. The Litepanel rents for \$15/day

Also new, is the newly minted **Canon 60D DSLR**, a powerful tool fostering creativity, with better image quality, and more advanced features such as automatic in-camera technologies for ease-of-use. It features an improved APS-C sized 18.0 Megapixel CMOS sensor for tremendous images, a new DIGIC 4 Image Processor for finer detail and excellent colour reproduction, and improved ISO capabilities from 100 - 6400 (expandable to 12800) for uncompromising shooting even in the dimmest situations. The new Multi-control Dial enables users to conveniently operate menus and enter settings with a simple touch. The EOS 60D also features an EOS first: A Vari-angle 3.0-inch Clear View LCD (1,040,000 dots) monitor for easy low- or high-angle viewing. An improved viewfinder, a number of new in-camera creative options and filters, plus HDMI output for viewing images on an HDTV all make the EOS 60D invaluable for the evolving photographer. The EOS 60D rents for \$125/day.

Come in and check them out!

Pt. V ALBUMS & FOLDERS

Barb B.

Happy Autumn, everyone. Do you have your Halloween costumes planned yet? Only a month to go... Ready, set, CREATE!

TAP has advised that they will not be issuing a Christmas Card brochure this year, but has moved to a PDF format instead. It will be ready shortly. If you or your clients need Seasonal Photo Cards, e-mail me and I'll be happy to forward the information to you. Christmas deadlines are fast approaching for all our manufacturers. We need to get our orders placed, so please let us know what you'll need and when.

Good news: We've reconnected with PRAT PARIS, so will shortly have a supply of their PAMPA 'refillable' leather bound Portfolios on hand. These are popular with both Advanced Students and Artists. If there's a size and colour you'd really like to have, please let me know? If we don't have it, I'll order it for you.

Pt. VI RENAISSANCE ALBUMS

Simon B.

Christmas is sneaking closer! To receive your album by December 23rd 2010 in Canada, please take note of the following deadlines:

Option C orders must be in house and given FINAL approval by Friday **October 29th**

Option B orders must be in house given a FINAL approval by Friday **October 29th**

Option A orders must be in house by Friday **November 5th**

Special Stock orders: This date has passed but we can always try, as we cannot guarantee Christmas delivery as it all depends on stock at Renaissance.

If you have any questions you can always contact us on our toll free number available for out-of-town clients. If you have questions about our Renaissance album line, or require support for the SoHo Styler Design Software, please give us a call at **1-800-994-2328**. Please do not hesitate to email me at anytime at albums@beauphoto.com

Pt. VII PLASTIC CAMERAS

Dennis H.

Annual Sale!



To celebrate the annual Toy Camera Day on October 9, Beau Photo is having a sale on all of our toy cameras for the entire month. Save up to 10% on Holga and Lomography cameras and accessories such as the new Holga 135 Tim, Lomo Spinner 360, Diana Mini, and more!

Pt. VIII EVENTS

THE DRIFT Art On Main Street

Showcasing local Vancouver artists working in all media. The event is free to the public and takes place in shops, cafes, galleries and open studios on Main Street.

Opening reception & group show, at 1 Athlete Way@ Ontario Street, Friday October 1

Art walk and open studios October 2 & 3

<http://www.thedrift.ca>

FLAKEY The Early Works of Glenn Lewis

The first in-depth investigation of the early works of Vancouver artist Glenn Lewis, an artist whose socially engaged spirit helped incite the cross disciplinary and interactive practices informing west coast art in the late 1960s and 1970s.

Launched with a Glenn Lewis kimchi cooking demonstration performance.

Presentation House Gallery

Opening reception Saturday September 11, 7pm.

<http://www.presentationhousegall.com/>

