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*Who's that girl?*

Pt. I **DIGITAL** *Pre-Photokina News*

Mike M.

This year is a Photokina year, where the largest photo trade-show in the world is held every other year in Cologne, Germany – Köln, wenn man Deutsch spricht. While some announcements have already been made, I am anticipating a great deal more of interest still. For now, let me cover what has been announced as of this writing...

**Nikon**

Nikon has announced a slew of interesting new FX format (full-frame) lenses, starting with a big, beautiful new 85mm lens, the **Nikkor AF-S 85mm f/1.4G**. While the old AF 85mm f/1.4D was (and still is!) a very good lens optically, it seems to frequently require an in-body AF adjustment to focus accurately with different cameras when shooting at near wide-open f-stops. Initial reports indicate that the new AF-S version is more accurate across differing bodies and, on top of that, it also boasts Nikon's excellent Nano-Crystal lens coatings for excellent contrast and resistance to flare in challenging lighting conditions. The price will be a bit higher than the old 85mm, coming in at \$1779, which is not too bad comparatively.

Next up is the **Nikkor AF-S 24-120mm f/4G VR**, which will sell for \$1269. This lens will make an excellent high-quality and fairly fast (f/4 all the way through the zoom range) "kit-lens" to use with full-frame bodies such as the D700. The Vibration reduction on wide-angle lenses is an interesting thing to have, since it is possible to hand-hold surprisingly slow shutter speeds. I would suspect that at 24mm, you'll likely be able to get sharp photos down to 1/4 second or so, of static subjects of course. VR does nothing to help freeze moving subjects at slow speeds, which is why some people will need to continue to buy fast f/2.8 zooms.

Finally, there is the ambitious new **Nikkor AF-S 28-300mm f/3.5-5.6G VR** for \$1079, which is only a little more than its DX cousin, the AF-S 18-200mm VR II. For an all-in-one FX format travel lens, this is a great deal and again, early results show this lens to be very promising optically.

We have placed orders for these three lenses already. If you interested in getting one of the first ones, give me a call and I will put you on our list.

Finally, Nikon has also announced an interesting new consumer DSLR, the **D3100**, which will sell for a mere \$679 as a kit with the inexpensive 18-55mm zoom lens. Based on its specifications (14.2 MP CMOS sensor, Full HD 1080 video, ISO up to 12,800) it seems as though this diminutive consumer DSLR might even put some of Nikon's more expensive current DX bodies to shame, not to mention having the highest pixel count of any Nikon this side of the D3X! Could this mean a broader refresh of Nikon's lineup? We'll know when Photokina finally hits if there are any further announcements...

## *Canon Announcements*

For Photokina, Canon has just announced a slew of new items, from new lenses to the Canon EOS-60D. So far, there are no other cameras or lenses announced, although there is a good chance that Canon will announce more products closer to, or at the start of Photokina.

### **Canon EOS-60D (price TBA)**

In a nutshell, the 60D is an 18MP DSLR that is a combination of features found in the 7D and 5D Mark II, in a less expensive and more consumer oriented plastic body. I would look at the 60D as more of a "Pro Rebel", so maybe that will give you an idea where Canon is going with it and, like the Rebel series, it also takes SD and SDHC cards, not CompactFlash. However it will also support the upcoming larger and faster SDXC standard. It does look as though the EOS-7D is indeed the "true" successor to the 20D/30D/40D/50D series. The 60D has also lost the wonderful "focus point joystick" that all the previous cameras in the series had, and now relies on a more awkwardly positioned and conventional "D-pad" controller that happens to be inside the rear control wheel. Until I have a chance to handle a 60D, I won't know how good (or bad) this arrangement really is, but to me it definitely seems to be a step backward from an ergonomic standpoint.

The good news is that it has Canon's excellent 18 MP sensor, which is also found in the Rebel T2i and all the video resolution and frame-rate options that the EOS-7D has. Plus it has manual mic-input gain control from the 5D Mark II, as well as an articulated rear LCD screen for more effective video use when shooting at awkward angles. It remains to be seen if there is some way of attaching a stick-on Zacuto frame and then having the entire assembly tilt and swivel. Based on the features it does have and the anticipated price-point, I am sure the 60D will be good value and a popular seller, but for those wanting a more

pro-oriented body at a reasonable price point, it looks as though the EOS-7D will be the one to get now.

## Lenses, lenses, lenses...

Canon has also announced a slew of new lenses. We also do not yet have any pricing info from Canon on these, although you'll be able to find estimates (or at least MSRPs) online. First up is the surprising new zoom fisheye, the **EF 8-15mm f/4L USM Zoom Fisheye!** On a full-frame body like a 5D Mark II you can go from 8mm, which gives a circular 180 degree FOV, to 15mm which gives a full-frame 180 degree diagonal FOV like the current 15mm fisheye prime. If that wasn't interesting enough already, there are also two zoom lockout positions so that if you are shooting with an APS-C body like a 7D or an APS-H body like a 1D Mark IV, you can prevent the lens from zooming past the perfect 180 degree diagonal position where it would otherwise give ugly corner vignetting rather than the perfect circular fisheye effect that you can get on a full-frame body. Blessed with Canon's excellent SWC coatings, this new lens should also be relatively flare-free (important in any lens with a really wide FOV) and being an 'L' lens means solid construction and in this case, also weather sealing.

Next up is the new **EF 70-300mm f/4-5.6L IS USM Zoom**. Rare for a 'L' grade lens, it is a variable f-stop design allowing it to be smaller and lighter, as well as being less expensive than what a fixed f-stop version would be. Based on Canon's published MTF charts, this looks to be an exceptionally sharp lens! Finally, being a 'L' grade lens means solid construction and weather sealing as well. The only fly in the ointment is that Canon has decided to make the tripod mounting ring optional, like their 70-200 f/4L series, so remember to order the tripod ring along with the lens if you want one.

Also upgraded are some telephoto lenses. These include the new **EF 300mm f/2.8L IS USM II** and the **EF 400mm f/2.8L IS USM II** lenses. These are not just warmed over, but all new optical designs with lighter weight magnesium and titanium alloy constructions, SWC coatings, a "power-focus" mode for video shooting, reposition-able AF-stop buttons, and more! Along the same lines, Canon has also announced that updates to the 500mm f/4L and 600mm f/4L lenses will be available some time in the future, but no time-line has been given for those yet.

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!

## Point & Shoot

Canon has also announced a bunch of new P&S cameras, where one particular one of interest is the **PowerShot S95** (expected to be \$429). The S95 is a subtle update to the already excellent PowerShot S90. It is equipped with a fast, image stabilized 28-105mm f/2.0-4.9 zoom, has a high sensitivity 10 MP sensor and, which rare in pocket-sized P&S cameras, and it also has a raw capture mode. As far as P&S cameras goes, it is one of the cleanest around at high ISO (presuming it is as good as its predecessor, the S90), focuses well in low light and is responsive to use. The enhancements over the S90 that the S95 brings are HD video (720p at 24 fps with stereo sound), a new Hybrid-IS system (similar to the new 100mm macro L), a rear control wheel with slight click stops to prevent accidental setting (some users complained the S90 wheel was too loose although I never had a problem with it), and lastly the new S95 is ever so slightly slimmer than the S90.

The second camera of interest, which Canon has not announced yet is the **PowerShot G12**. It seems there was a "genuine" leak on CNET Asia with photos of the presumably upcoming G12, but as yet, nothing from Canon yet. Expect it to have similar improvements over the G11 as the S95 has over the S90, plus the addition of a convenient looking index-finger-controlled settings wheel. I'm sure we'll know more soon, officially, about the G12. No pricing info as yet of course since it hasn't even been announced!

# This happened in 1997



Wow!

Clockwise from top right: Teletubbies Laa-Laa & Dipsy, Power Macintosh 7220, Mars Pathfinder Lander, early Destiny's Child, Dolly the clone.

## Beau Photo circa 1997



Thank you Kathy!

Vintage Polaroid Spectra and 669 film,  
shot at Beau Photo.

## Pt.III RENTAL

Jason K.

### Profoto Striplights

As you probably know, photographers are just kids playing with their toys... and hopefully getting paid for it! Well, in our rental department, as Kathy was going through the process of showing me what was in our inventory, I discovered something very cool -

#### *The Profoto Striplights!*

We have in rentals the **Profoto StripLight S**, which are a rigid and stable striplight with a length of 70cm. Striplights create sharp outlines and soft edge shadows that are great for still life, product, and fashion photography.

When used as a background light, these versatile lights can mimic a horizon when placed on the floor to light the bottom part of the background. They can be used to light both background and subject if barn doors are not attached – just make sure that the subject and background are not separated too far. Striplights are also great for lighting glass objects, a notoriously difficult subject to photograph to give them definition against a background.

So, if you're looking for a new twist on the boring rectangular softbox, look no further and come check out the Profoto StripLight S!!! The light rents for \$65/day.

### From Kathy K.

Well I'm off on my adventure to the big bad city of Toronto to get more education! Thanks so much to all of you for your good wishes, it means a lot. I will miss seeing you and hearing stories of some of the crazy shoots people do. All the best to everyone and I'm sure I will see you in the future. And best of luck to Jason, you will be an expert rental manager in no time!



## Pt. IV PLASTIC CAMERA

Dennis H.

### Lomo Spinner 360

Inspired by a futuristic concept from the 1980s, the Lomography Spinner 360° takes panorama photography to an all new snapshot level. Shoot from the hip, do the rollercoaster, the backflip, toothbreaker, timescan or manual long time exposures.



There's practically no limit to the experimentation offered by this camera! Every bit of your 35mm film is fully exposed and results in the sprocket-hole look unique to analogue photography.

Powered by a fully manually controlled rubber band drive, the Lomography Spinner 360° is so simple to use that you won't believe how amazing the results are. We are more than proud to introduce this camera to the Lomography family. With the Lomography Spinner 360°, quality panoramic photography has entered a whole new and exciting creative era.

**\$150**

## Pt. V ALBUMS & FOLDERS

Barb B.

Our delightful offspring are back to school and parents everywhere are doing their happy dances! Since you now have at least a couple of hours to call your own, grab a coffee and your appointment calendar, sit down and plan your fall! Drop me an e-mail or give me a call; let me know your time line, how many projects you've booked and which supplies you anticipate you'll need. We'll do our best to have them here when you need them.

The long anticipated 2010 TAP brochures and new folder samples have now arrived. We've chosen items that we think will enhance your work and help increase your sales without breaking your bank account. Please let me know if you're interested in receiving a set.

If you're looking for something fresh and new for wedding or family portrait presentation, TAP has a new 57/75 DPS (that's 'Digital Proofing System') easel frame with a slide-out CD/DVD tray. It's a relatively inexpensive way to make a presentation really special. If you're already giving a CD in a folio and a photo in a folder, this item will both impress your client and save you a few dollars! They're packed by 10's at a cost of \$58.42, or by case of 50 for \$285.50, which brings them down to \$5.71 each. (If you have the 2010 TAP brochure, they're on page 46). I have a sample on hand if you'd like to assess it for your clients.

Seasonal brochures will be out shortly if you have clients wishing to send photo Christmas cards this year. Please let me know if you'll need one.

*Stay hydrated, and travel safely!*

## Pt. VI RENAISSANCE ALBUMS

Simon B.

The Ambiance Book has ARRIVED at BEAU!! This album is a must see!

I recommend ordering early as we are overwhelmed with orders, but don't worry we can handle it!

Our stock:

**Ambiance Black 10x10 – 10 page**

**Ambiance Black 10x10 – 15 page**

*Assorted mats sold individually*



## Christmas 2010

I know that its very early, but Christmas is sneaking up on us again,

Please, please, please order as early as possible, here our the deadlines:

To receive your album by December 23rd 2010 in Canada ;

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

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

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

**Special Stock orders:** I recommenced to order no later than **September 20th**, Please note this date, as we cannot be guarantee Christmas delivery as it all depends on stock at Renaissance. We will try everything to have all order here in time.

## Questions and Answers

If you have questions or fancy a chat 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.

## Pt. VII EVENTS

### **ORANGE by Angela Chen**

A one-night event to celebrate and witness up and coming talent as well as showcasing Whitebox's multi-functional studio space.

#### **Whitebox Studios**

Thursday September 23, 7pm

*Please RSVP to the event at: [rsvp@whiteboxstudios.ca](mailto:rsvp@whiteboxstudios.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/>

## BACK TO SCHOOL!

For the month of September  
Students with valid I.D.  
will receive 10% off select  
accessories plus special pricing  
on film and paper.