

# BEAU NEWS

MARCH 2011

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Mike Mander



**BEAU**  
**PHOTO**

## DIGITAL

MIKE M.



### **PHASE ONE IQ DIGITAL BACKS!**

Back in late January, Phase One announced an awesome new series of digital backs, the 40MP IQ140, the 60MP IQ160 and 80MP IQ180. The IQ backs represent the biggest leap in digital back functionality that I have seen in a very long time. This is no subtle warming over, rather Phase One has given us a completely new system with an innovative user interface and stunning hardware.

The most obvious change is the new high resolution (290ppi - 1.15 megapixel) 3.2" multi-touch LCD on the back. This may sound familiar to you since it is apparently very similar to the display used on the iPhone 4, so it should provide stunning clarity, accurate colour balance and very intuitive touch-screen operation of the camera. This is clearly a huge step up from Phase One's previous LCD screen and indeed a huge step up over anybody else's display as well! In addition, Phase One has kept the traditional 4-button interface as well for those familiar with that, or for easier operation while wearing gloves. For more details, please see my detailed blog preview which contains estimated pricing as well.

<http://mikemander.blogspot.com/2011/02/new-phase-one-iq-backs.html>

One last thing that I will mention is that Phase One has very competitive upgrade pricing, so if you have an older Phase One back, or even

an older competing back from Leaf, Imacon, Hasselblad etc., Phase will also allow some trade-in credit for those too.

*Call us for a quote!*



### **FUJIFILM FINEPIX X100**

#### **PREORDERS**

A reminder that we are taking \$200 pre-order deposits for the X100, which should start shipping at the end of March. The selling price will be \$1199 and various accessories will be available as well, including a premium leather case for \$124.50, a metal lens-hood/ filter-ring adapter for \$84.50 and a spare rechargeable battery pack for \$74.50. The local Fuji rep brought a preproduction X100 in for me to look at and subsequently, I wrote a very detailed preview on my blog here... <http://mikemander.blogspot.com/2011/02/fujifilm-finepix-x100-hands-on.html>



### **SIGMA 8-16MM ULTRA-WIDE ANGLE ZOOM**

For March, we are putting the excellent Sigma 8-16mm f/4.5-5.6 DC on sale.

We have both Nikon and Canon versions in stock. On a camera like the EOS-7D, with a 1.6x crop factor, this works out to a 13-26mm zoom (rounded up) and on a 1.5x crop factor camera like a Nikon D7000, it works out to a 12-24mm zoom if comparing to a full-frame equivalent lens. Very wide as you can imagine! You can get some very dramatic perspective effects, but the lens is also use-able for things like architecture, since the latest version of Photoshop (CS5) and Lightroom v3 have automatic lens corrections already built-in for that lens when shooting in raw. The lens is sharp and flare is quite well controlled, considering how wide it actually is. If you need as wide a zoom lens as you can possibly get for an APS-C digital SLR, and you want to avoid fisheye distortion, then this Sigma is the one to get!

For a flashback preview, see my blog here...

<http://mikemander.blogspot.com/2010/09/wide-sigma-8-16mm-f45-56-dc-hsm-lens.html>

*The Sigma lens is going on sale for \$825! (regular \$889)*

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## **HASSELBLAD SHOW**

***(March 23 or 24th)***

Come join Beau Photo Supplies & Hasselblad USA for an afternoon of information and hands-on with the latest H4D medium format digital SLRs and Phocus software. Event details TBD, so an email will follow. Also keep an eye on my blog for more information :

<http://mikemander.blogspot.com>

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*To RSVP for the event please contact Mike at [digital@beauphoto.com](mailto:digital@beauphoto.com)*

## **NIKON REBATES**

***Starting March 1st to April 30th***

Get \$50 off any Nikon D7000 body or kit. In addition, there are numerous dual-lens kits as follows. With the D3100, D90, D300S, buy any lens with the body and get a \$50 rebate if you buy an AF-S DX VR 55-200mm, AF-S DX VR 55-300mm or AF-S VR 70-300mm zoom. In addition, buy any of those three lenses plus any other lens, with a D7000, get a total of \$100 back! Call for more details...

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## **PRO SALES**

KEN S.

### **POST FUSION 2011**

I want to thank all the people who came out to Fusion 2011 last month. It was a great success. The event was well attended and everyone who talked to me about the event said they enjoyed it and even learned something as well. I also want to thank all the exhibitors who donated a whopping \$3000.00+ in door prizes. If you were a winner and haven't picked up your prize please do so soon. We are looking forward to doing an even bigger event next year. If you haven't already checked out our Post Fusion Blog, here it is:

<http://mikemander.blogspot.com/2011/02/successful-fusion-event.html>

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### **SALE ON NORMAN ALLURE CONTINUOUS LIGHTS**

The Norman Allure C1000 (811968) is ideally suited for video, still photography and digital imaging. The unique dual quartz lamp configuration allows 350, 650 and 1000 watt output while maintaining a constant color

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temperature. Weighing only three pounds, the compact Allure C1000 is easy to handle, making it well suited for location work.

A built-in cooling fan provides ventilation and helps to maintain a proper operating temperature. For safety, the C1000 includes an internal thermal switch and fused circuit protection

**Norman Allure C1000**  
 Reg. \$299.95 Sale \$199.95  
**Barndoors for Allure C 1000**  
 Reg. \$86.95 Sale \$69.95



**LENSBABY SWEET 35 OPTIC**

Lensbaby, manufacturer of award-winning Creative Effects SLR camera lenses, announces the addition of the Sweet 35 Optic to the Lensbaby Optic Swap System. The Sweet 35 Optic, a 35mm selective focus optic with a 12-blade internal aperture, creates a Sweet Spot of sharp focus that photographers can move around the photo by tilting their Lensbaby lens body. The Sweet 35 Optic boasts the widest focal length of any Lensbaby optic, features close-focus capabilities, and is available now for use with the Lensbaby Composer®, Muse®, Control Freak™ and Scout lens bodies.

*Available soon at Beau Photo!*



PHASEONE

**BEAU PHOTO'S  
 PHASE ONE EVENT  
 Wednesday April 13th**

Beau Photo is pleased to have Walter Borchenko from B3K in Toronto. Join us for an exciting and informative afternoon and evening at Vancouver Photo Workshops.

We will be having a couple seminars on the new Phase One IQ backs with an overview of Capture One 6. More information to follow. Please contact Ken to register.  
 prosales@beauphoto.com 604 734-7771



**CANON'S NEW 70-300MM  
 F/4.5-5.6L LENS**

Designed to deliver ultra-high quality images along with lightning fast operation, the new Canon EF 70-300 f/4.5-5.6L IS USM telephoto zoom lens brings a favorite zoom range to the celebrated Canon L-series of lenses. It features two Ultra Low Dispersion (UD) elements for improved image quality and reduced chromatic aberration, incorporates a floating focusing mechanism for sharpness from close up to infinity, plus an IS system that increases usability

Dispersion (UD) elements for improved image quality and reduced chromatic aberration, incorporates a floating focusing mechanism for sharpness from close up to infinity, plus an IS system that increases usability by approximately four stops. The EF 70-300 f/4-5.6L IS USM features a function that prevents erroneous operation when the lens is mounted on a tripod or monopod. Gleaming white, with a removable tripod collar, dust and water resistant construction, and a newly developed Fluorine coating that keeps soiling, smears and fingerprints to a minimum, its phenomenal performance and flexibility is assured. For portraiture or to bring what's far away up close, this addition to the L-series is guaranteed to perform.

Beau Photo Price \$1649.00



### **FLEX TT5-NIKON**

***The Most Versatile Pocket Wizard Radio Ever.***

The dedicated FlexTT5® Transceiver for Nikon is part of a new generation of PocketWizard ControlTL radios with i-TTL and remote power control for Nikon Speedlights, and select studio lights. Your creativity also now extends far beyond X-Sync speeds with HyperSync and FP Sync capabilities.

With its built in hot-shoe, ControlTL™ firmware and transceiver function, the FlexTT5

With its built in hot-shoe, ControlTL™ firmware and transceiver function, the FlexTT5 is the perfect addition to Nikon CLS/ i-TTL flash system and takes the Nikon CLS system beyond the boundaries of infrared technology. When paired with the MiniTT1® Transmitter or another FlexTT5 Transceiver, a whole new world of wireless flash freedom opens up.

Beau Photo Price \$234.95



### **AC3 ZONECONTROLLER**

***Fingertip Power Control***

Nikon version coming soon, Pre order yours today!

The AC3 ZoneController for Canon and Nikon is the gem of the ControlTL™ product line. Add it to your on-camera MiniTT1™ Transmitter or FlexTT5™ Transceiver and you instantly have three zones of flash control. Whether working in E-TTL II, CLS/i-TTL or Manual mode, you now have control over all your flashes directly from the camera's position. Put your flashes wherever you want, without worrying about having to access them during a shoot. With the AC3 ZoneController, you are in total control of your flash.

## RENTALS

JASON K.



### **CINEVATE PEGASUS CARBON DSLR CAMERA SLIDER**

We finally have Cinevate's amazing Pegasus carbon fibre slider kit in our rental department. This is an impressively well built slider dolly that takes up little space and easily adds motion to your shot. Designed for loads under 15lbs, the parts can be re-tasked as a super compact table dolly, overhead tracking system, cable system, and the conventional linear sliding system.

The new "All Terrain" legs give you extra height to deal with uneven ground. The over-molded, non-skid, ball feet are designed to withstand rough ground while being gentle enough not to damage delicate surfaces. With this system you can sit the unit anywhere. Using 100% steel ball bearings, the system uses 100cm (39in) 15mm carbon rails, mounted in a tool-free system that offers amazing flexibility, strength and compactness for travel. The entire system is under 5lbs and can be disassembled for travel in about 60 seconds with no tools.

Included with the Pegasus system is a Pegasus DSLR Table Dolly which gets you set up with the table dolly as a standalone system for smaller rigs. There is also a 100mm bowl for angling your shot up to 45 degrees and the Table Dolly also comes with articulating links which

will allow one to arc the dolly around an object. The slider rents for \$50/day

A video that demonstrates the Pegasus Carbon DSLR Slider system can be found at: <http://vimeo.com/17129677>

### **CANON EXTENDER EF 1.4X III & EXTENDER 2X III**

The new version III of the popular Canon tele-converters are now available in the rental department! These new teleconverters improve on the already great quality of the version II teleconverters, incorporating phenomenal optical performance with minimal chromatic aberration and is a perfect complement to many of Canon super telephoto lenses. It features a built-in microcomputer for seamless communication among camera body, lens and extender; features careful lens placement and coatings to minimize ghosting and flare and even has a new Fluorine coating that keeps soiling, smears and fingerprints to a minimum. An integral part of many professional systems, Extender EF 1.4X III maintains high standards not only optically, but also in terms of rugged, dustproof and water resistant construction. \$15/day

## ALBUMS & FOLDERS

BARB B.

### **FORWARD, MARCH!**

I'll be away on Vacation for the first two weeks of the month, returning on March 14th. While I'm away, you could contact either Dene or Carol (our Manager) for assistance or information.

**NEW STUFF AT BEAU!!**

At the beginning of each year, we go through the previous year's special-ordered items to determine if any should be added to our regularly stocked items.

Congratulations, you've done it again!

We've added the most popularly-ordered (Horizontal) Double folders: 'Vancouver Folder' 75-2 and 64-2. We've stocked them in the Black with Black trim, as this is the most popular offering these days. (We'll continue to special-order Black or Brown mounts with either Gold or Silver trim, if you prefer; please allow at least 3 weeks for manufacturing and delivery to avoid 'rush' courier charges.)

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**GO CANADIAN!!**

As you know, we purchase Canadian products as much as possible. One of our favorite Canadian manufacturers is AGT photo mount, who manufacture (along with many other items) the 'Vancouver' Folders and Easels, 'Heritage' Easel-back Mounts and Folders for the 'Antique' photo trade, 'Vancouver Special' and 'Visions' Thank You Cards.

They're family owned and operated, and have been in business since 1984. They maintain high manufacturing standards, and only use new, ethically-produced paper products. On top of all their other qualities, they're nice people to deal with

If you'd like to hear more about AGT, or receive samples of some of their items, please contact me.

**RENAISSANCE  
ALBUMS**

SIMON B.

**GOOD NEWS! RENAISSANCE  
2011 PRICE DROP**

***Save approximately 15% on Custom albums,. Save at least 10% on Stock products..***

The 2011 Price List is now available to download from Beau Photo's website. If you have not already received the link and password please send me an e-mail at [albums@beauphoto.com](mailto:albums@beauphoto.com). Hard copy versions are available from our store.

You will find prices have fallen dramatically. Here is an example:

**Soho album, 15-page,  
10x10 with pure acrylic  
2010 price: \$440.50  
2011 price: \$373.75**

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**PRICE MATCHED!**

Our store is stocked full with Renaissance stock products. We have price matched American prices and are ready to ship anywhere in Canada. You will pay the same price as ordering directly from Renaissance, with no exchange or brokerage fee, saving you time and lots of money.

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**WPPI LAS VEGAS**

I had the opportunity to meet many of our out-of-town clients and Renaissance staff. Many new products were introduced at the exhibit, and I will share those with you next month.

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# 20% OFF **PROMO** Ventura Albums & Library Albums

ENDS ON: 31.03.11

\*Some restrictions apply



20% OFF all Stock Library albums, Mix and Match Library albums and Stock Ventura albums, throughout the month of March 2011

\*Offer valid on all order placed between March 1st - March 31st 2011. Offer does not apply to studio samples, previous purchases, backorders & orders placed before March 2011. Cannot be combined with any other promotion. Offer maybe withdrawn at any time. Some other restrictions may apply.

Canadian Distributor:

**BEAU** albums@beauphoto.com  
1-800-994-2328  
**PHOTO** www.beauphoto.com

**RENAISSANCE**  
RENAISSANCE ALBUMS  
www.renaissancealbums.com

## 20%

If the reduced price list was not enough we have another promotion for you! 20% off all Library and Ventura albums throughout March. Check out the ad and make sure you place your order in time!



## FILM

DENNIS H.



### **FUJI INSTAX MINI**

Beau Photo is now home to the Fuji Instax family! The Instax 210, Instax Mini 7S, 25, and 50S\* cameras produce images that can be developed

instantly using Fuji's Instax integrated film and developing technology.

The Instax Mini 25 is a compact and lightweight camera that features automatic exposure compensation and a programmed electronic shutter release. With its sleek and stylish design as well as high end Fujinon optics, the Instax Mini offers produces high-quality, credit-card sized, instant prints.

*Come and check it out!*

\*The Instax Mini 50S camera will be available early this spring.

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## EVENTS

### **IMAGEQUEST 2011**

Are you ready for the best learning and networking opportunity for professional photographers in British Columbia? The 2011 ImageQuest photography convention is shaping up to be the biggest and best ever! With world class speakers, a tradeshow, party and banquet - this is a convention you don't want to miss.

March 20-22 | River Rock in Richmond | <http://www.imagequestbc.com/>

### **LADIES GARAGE PARTY**

**An evening dedicated to introducing women to motorcycling**

The much anticipated "Spring" is just around the corner! Now is the time to start thinking of learning to ride a motorcycle! The Garage party is for women who are interested in learning about how to get a license, rider training courses, bike customization, how to pick up a bike and what to wear! Women who ride are also invited to attend.

*This clinic is dedicated to our friend Cindy Bury who was passionate about motorcycling.*

Wednesday March 2, 6-8pm | Barnes Harley-Davidson® Langley | [info@barneshd.com](mailto:info@barneshd.com)

### **THE LIGHT AND THE LEAVES BY JASNA STOJANOVIC**

An exploration of nature's textures, shapes and forms. The true goal of this fairly simple exercise in composition and lighting is to involve the audiences emotionally and aesthetically, inviting them to explore and to experience the beauty through the balance between organic and technical.

February 28 - March 28 | Waterfront Theatre Gallery | <http://www.jasnafoto.com/>

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# WIN

## a Registration Package for **IMAGE QUEST!**

March 20-22nd | River Rock in Richmond

Sign up for the Beau Photo **Facebook**, **Twitter** page, or Mike's **Digital Imaging Blog** page before **March 8th**, and be entered into a draw for an Image Quest registration package.

Image Quest has lined up some of the best photographers in the industry to come and share their expertise with you. Come and see Joe Bussink, Terry Robertson, Jamie Delanie, Mark Brandes, Daryl Benson and don't forget that the trade show and party are included in your full registration!

For more information on Image Quest, please go to:

**<http://www.imagequestbc.com/>**

### **HOW TO ENTER:**

Sign up for Facebook, Twitter or Mike's Blog and send a confirmation email to [admin@beauphoto.com](mailto:admin@beauphoto.com) stating that you would like to be entered into the draw.

Good luck!

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