

BEAU NEWS

NOVEMBER 2011



HENSEL'S FREEMASK

The quickest and most exact solution to produce accurate and homogeneous cut-out masks in studio routine.

see inside for details.

Contents

Digital, Rentals,
Pro Sales, Renaissance Albums,
Albums & Folders, Accessories, Events.

DIGITAL

MIKE M.

BEAU PHOTO STORE BLOGS

After announcing our plans in last month's newsletter, our Beau Photo store blogs have now gone live. I am still trying to find time to get staff up to speed with the blogging interface, so for now you'll see more digital entries than others, but that should change in the near future. Please consider subscribing to the blog in order to keep up on new developments, new used gear, trade shows and seminars, promotions, sales and more: <http://beauphoto.blogspot.com>



IN STOCK! OLYMPUS 12MM F/2 FOR MICRO 4/3

The excellent new Olympus 12mm f/2 wide-angle prime lens is now in stock. The traditional focusing scale (with depth-of-field markings) on this new 12mm is a first for an autofocus M4/3 lens. It features superb anti-reflection coatings and is definitely one of the most flare resistant wide-angle lenses I have ever used. All metal construction means it feels very solid and well-made, but since it is such a tiny lens too, it is still very lightweight. Its FOV equivalent is, of course, like that of a 24mm wide-angle on a full-frame 35mm. It is not an inexpensive lens, but based on its sharpness, manual focusing scale with DOF markings, all-metal construction and amazing AR coatings, I don't feel the price of \$784.50 is out of line. (I did buy one myself, after all!)



NEW! HASSELBLAD H4X BODY UPGRADE PROGRAM

Hasselblad has announced a new camera body, the H4X. The H4X is designed to work with all third-party digital backs from Phase One, Leaf etc. In addition, it will also allow you to use Hasselblad's HCD digital lenses, like the 28mm and the 35-90mm zoom with your third party back. It also will feature Hasselblad's innovative True-Focus, where the camera will tweak the lens' focus in response to a focus-and-recompose action and that too, will work with third party digital backs. The H4X will also work with film magazines.

Note that there is one caveat: if you are using a full-frame digital back like a Phase One IQ160 or IQ180, you might see a few minor image quality issues in the extreme corners of an image, at some f-stops or focal distances, when using the digital HCD lenses, since they were designed with 1.1x crop factor digital backs in mind, not full-frame. Note that any quality issues on these HCD lenses with full-frame backs are expected to be very minor indeed. The regular HC lenses will be fine of course.

These H4X bodies are only going to be made available as upgrades to current owners of H1 or H2 bodies. At this time, you will not be able to purchase an H4X outright although I personally wouldn't be too surprised if that didn't change some time down the road. This is meant to allow people with existing, and potentially tired and aging, H1 and H2 bodies to upgrade to something newer and better.

You keep your viewfinder and 80mm lens, and the body upgrade price will be about \$5,800. If you want the body and the newer HV-90x II or HVD-90x viewfinder, the price will be about \$7,300.

Lastly, if within 12 months of buying the H4X, you decide you'd like to upgrade to a full blown H4D digital back system, like the H4D-50 or H4D-60, you will get 100% of the purchase price back as a credit towards an integrated H4D medium format digital SLR.

Call me (Mike) if you have any questions about this exciting new development!



ANNOUNCED! CANON 1D X 18MP, 12FPS FULL-FRAME DIGITAL SLR

In brief, Canon has announced the 1D X digital SLR, basically a merging of the 1D and 1Ds series of cameras. We already have a dozen people on our pre-order list, so if you want to get one early when it starts shipping next year (March 2012 is currently the estimate), you'll need to call sooner rather than later. Also, unless you have a Canon CPS card (Canon Professional Services), I suspect you will have a hard time getting the body for the first couple of months after it starts shipping, if past experience is any indication.

Here is a link for more info on Canon's CPS program and on how to apply:

<http://www.canon.ca/inetCA/categoryHome?msegid=5&catid=4345>

Also, for a detailed overview of the 1D X, have a look at my blog entry here:

<http://beauphoto.blogspot.com/2011/10/new-canon-eos-1d-x-announcement.html>

For more news on upcoming products, such as the Fujifilm X10, the new Olympus 45mm f/1.8 Micro 4/3 lens, sales, promos and rebates etc., make sure you check out the digital blog at:

<http://beauphoto.blogspot.com/search/label/Digital>

Lastly, don't forget about the awesome new pricing on the Canon EOS-5D bodies for only \$1999 and kits (w/24-105mm IS zoom) for \$2799!

RENTALS JASON K.



SENNHEISER EW 122-P G3

The Sennheiser EW 122-p G3 wireless microphone kit will give you the ability to record audio without pesky cables getting in your way. This system is easy to set up and use, plugging directly into your "mic" input on your DSLR, with your subject wearing the sleek microphone & transmitter on their body. The small, unobtrusive microphone clips onto one's clothing, and due to its high directivity, will block out extraneous background noise. \$35/day



NIKON 12-24MM F/4G IF-ED AF-S DX

Another new addition to the rental department is the Nikon 12-24mm f/4G IF-ED AF-S DX, a wide angle zoom lens for APS-C sensor DSLR's. This lens will give you a field of view equivalent to 18 - 36mm on a full-frame camera. \$25/day

Beau Photo will be closed for Remembrance Day on November 11th. Book now and take advantage of the long weekend rental!

PRO SALES
KEN S.

HENSEL
performing light

LOWER PRICES ON HENSEL PRODUCTS

We ordered just in time when the Canadian dollar was higher, so now we can offer lower pricing to you! Come in and see our great line-up of Hensel products. Not ready to buy? We have Hensel Monoblocks and the new Hensel litho12 in rentals along with a wide range of accessories.

HENSEL FREEMASK

Hensel has announced Freemask, a new product that allows you to "cut-out" your subject from the background. In product, commercial and even sometimes fashion photography objects and subjects need to be cut out from the background and inserted in to a different background for media use. While one could cut out or use masks in Photoshop it is often difficult or next to impossible to get fine details like hair. Then there are methods with the use of Chroma key Blue or Green screen. But these techniques have disadvantages like colour bleeding into skin tone or white clothing (like a wedding dress). Hensel's Freemask allows you to do this with a minimum of effort.

Have a look at the brochure for more info:

http://www.hensel.eu/fileadmin/Hensel_Medien/Downloads/freemask/FREEMASK_Flyer_en.pdf

Watch a video introduction in German:

<http://www.youtube.com/watch?v=lrWFOZy4sl>



MANFROTTO 314 BACKGROUND SUPPORT ON SALE!

This great kit is designed to support rolls or sheets of background paper or any other background material. The kit comprises of: 1 x 3 Section Telescopic Pole, 2 x Baby Stand, 2 x Mini Spring Clamp and Transport Kit Bag.

Reg \$298.95 Sale \$259.95

Canon

Because It Counts



NOW IS THE TIME TO GO **FULL FRAME** EOS 5D Mark II

5D Mark II (body only)
was \$2749.⁹⁹

NOW \$1999.⁹⁹

w/24-105mm f/4L IS USM Lens
was \$3599.⁹⁹

NOW \$2799.⁹⁹

Add a lens to your 5D Mark II and save more!

Save an additional \$200 on:



EF 50mm
f/1.2L USM



EF 85mm
f/1.2L II USM



EF 70-200mm
f/4L IS USM



EF 70-300mm
f/4-5.6L USM



EF 70-200mm
f/2.8L USM



EF 180mm
f/3.5L Macro USM



EF 16-35mm
f/2.8L II USM

Save an additional \$100 on:



EF 70-200mm
f/4L USM



EF 17-400mm
f/4L USM



EF 100-400mm
f/4.5-5.6L IS USM



**Join the service program for working
professionals who can't afford
downtime.**

Platinum Membership

- Minimum equipment requirements:
2 x 5D Mark II or 1D series Cameras
3 x L Series lenses
- Service turnaround - 4 days
- Loan unit upon request
- 30% repair discount
- Free shipping in/outgoing
- Access to extensive rental pool
- Member ship Fee: \$250/year

Gold Membership

- Minimum equipment requirements:
2 x 40D or better cameras
2 x L Series lenses
- Service turnaround - 6 days
- Loan unit if turnaround is exceeded
- 20% repair discount
- Subsidized incoming shipping
- Access to basic rental pool
- Member ship Fee: \$100/year

For complete details and application visit www.canon.ca/cps

*Prices and Rebates are effective from October 25th, 2011 to December 31st, 2011. While Canon Canada Inc. ("CCI") uses reasonable efforts to include up-to-date information, CCI cannot guarantee the accuracy of all information in this advertisement. Accordingly, CCI assumes no responsibility for any errors or omissions in the content of this advertisement. Because It Counts is a trademark of Canon Canada Inc. Canon is a registered trademark of Canon Inc. © 2011

RENAISSANCE ALBUMS

SIMON B.



Tasha & Simon at Renaissance New York

BEAU PHOTO VISITS RENAISSANCE ALBUMS

Carol and I visited the Renaissance factory in New York. We had a meeting with the staff and chatted about how we would improve the service and product lines. We also got to see how all the albums were being made by hand, which was an unbelievable sight! Renaissance also showed us a line of new products due for release in the next year. I can't wait to talk about more in our next newsletter!

ALBUMS & FOLDERS

BARB B.

Wow. November already. Time is flying!! The Grey Cup is just around the corner (Roar, you Lions, Roar!), and then the holiday season will be upon us.

To remind you: I will be placing my final Christmas order for TAP stock products by

November 22nd, and AGT products about a week later.

If you would like to see TAP's current Christmas Card selection, please let me know and I'll forward the images. Residual stock from our 'past years' Christmas Cards will be on display for clearance shortly.

I still have a few of the Fanfare 4x5 and 5x5 White proofbooks at the blowout price of 5.00 (these retailed at 31.97 each). First come, first served. They come set up for 24 prints, but pages are easily removed. I also have less than a case, now of the Concord 5x7 (140 prints) proofbooks, regularly priced at 39.41 each, on blowout for 20.00 each.

E-mail your inquiries to info@beauphoto.com

ACCESSORIES

MACIEJ W.



ThinkTank
Hydrophobia 70-200



Kata Elements Cover702

CAMERA BAGS ON CLEARANCE!

So... I was looking out the window the other day and what did I see? Rain... rain... and some more rain... This gave me an idea! For the entire month of November, Beau photo will be offering **10% off on our ThinkTank & Kata rain covers!** You know you need one. Trust me, you don't want your pretty camera to get all soaked! So, come on in and take advantage of this sale!

THE IMPOSSIBLE HOLIDAY SHOPPING EVENT + INSTANT FILM WORKSHOP

THURSDAY DECEMBER 15 AT BEAU PHOTO
1520 WEST 6TH AVENUE, VANCOUVER

THE SHOPPING

For your convenience Beau Photo will be open until **9pm** on **December 15th** for a special evening of holiday shopping. Please stay tuned for our holiday sales next month in our news letter, or follow us on our blog as well as Facebook & Twitter.

THE WORKSHOP

Beau Photo hosts its first workshop featuring brand new instant film products by the **Impossible Project**. Join us and photographer **Kathy Kinakin** for an evening of fun and experimentation.
Workshop runs from 7-9pm

EVENTS

PHOTOGRAPHING MOVEMENT WORKSHOP

Exploring Light and Movement with Dancers with photographer David Cooper.

November 5th & 6th

http://www.beauphoto.com/frames/specials/david_cooperworkshop-2011.pdf

LARRY CLARK: TULSA

Presentation House Gallery

Exhibit runs through November 13.

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

THE VANCOUVER ARCHIVES

The Professional Photo-Imaging Class of 2012 at Langara College is proud to announce their show at the City of Vancouver Archives. The show features composited images created from a historical photograph and a current image captured by each Photo-Imaging student.

September 21st - December 23

<http://www.vancouverarchives.ca/>

REMEMBRANCE DAY

Beau Photo will be closed for Remembrance Day Friday November 11 and will open again on Monday November 14.
