

Abbotsford Airshow,  
August 9-11.  
Book your camera and  
lens rentals early!

© Jason Kazuta



© Benjamin Von Wong

Upcoming workshops with Benjamin Von Wong, August 11-18.  
More information at the end of this newsletter:

## Beau Newsletter - August 2013

Image Explorations Report • Sales on Sekonic and Pocket Wizard • Plustek OpticFilm 8200i Scanner • Firmware Updates for your Camera • Hasselblad Lens Tests • New in Rentals • Get Creative With Film This Summer • New Presentation Folders • Renaissance Album Samples



## PRO SALES

KEN S.

### Image Explorations 2013

We are just back from our week long excursion to Image Explorations 2013. It was great to see all the familiar faces and a pleasure to meet most of the new attendees from all over North America. "IE" was again a great experience for all those who attended. New friendships were made, old ones renewed, and hours of discussions of photography undertaken 'till the wee hours of the morning.

A big thanks to Don, Carol, Tomo, Eric and all those who helped make IE another great success! If you did not attend this year you should contact Don to be on the mailing list for IE 2014. [www.imageexplorations.com](http://www.imageexplorations.com)

### Sekonic L478D Sale

For the month of September we have great pricing on the new touch screen Sekonic LITEMASTER PRO L478D meter. This is the world's first touch-screen operated light meter and has an array of unique, must-have features for both motion and still story-tellers. Its compact size is both instantly familiar and comfortable to use. The large LCD (2.7") displays ambient, flash, cine and a host of other information in a clear and understandable way. Settings are made by simply touching or sliding a finger over the screen.



The L-478D can be quickly calibrated to your camera using Sekonic's Data Transfer software and either Sekonic or X-Rite Brand targets, or by manually entering data into the DTS program or on the meter itself.

For more details on this amazing flash meter go to [www.sekonic.com/products/l-478d/features.aspx](http://www.sekonic.com/products/l-478d/features.aspx)

**Sale price \$329.95 (reg. \$396.95)**

### Last chance for the clearance Sekonic L358 flash master!

**Sale \$279.00 reg. 352.95**

Only a few left. In store stock only.



### PocketWizard Plus X Sale

PocketWizard has offered a great deal for the month of September. These sales are few and far between so don't delay, come in before they are all gone.

The PlusX is the simplest PocketWizard radio ever and the perfect entry into the PocketWizard Wireless System. Attach one PlusX to your camera, another PlusX to a remote flash using an included cable, set both radios to the same channel and start taking pictures. The PlusX is compatible with all standard-channel capable PocketWizard transmitters and receivers, so it's the perfect companion for your existing radios and new flashes.

For a full list of the features go to:

[www.pocketwizard.com/products/transmitter\\_receiver/36/PW-PLUSX/features/](http://www.pocketwizard.com/products/transmitter_receiver/36/PW-PLUSX/features/)

**Plus X singles - Sale price \$90.95 (reg. \$109.95)**

**Plus X Pairs \$168.95**

**Want to step up to the Plus III?**

**They are sale priced at \$139.95 each.**



## IE 2013 Fun.

Along with some great classes, instructors and networking with fellow photographers, here are a few of the sights you might have missed at Image Explorations 2013 if you didn't attend.



Renaissance Albums on display.



Lots of great gear and accessories, and some good show specials too!



The creative corner:  
Make your own t-shirt  
or do an Impossible  
Project transfer:



Any image can be turned  
into a stencil for Inkodye!







So many great designs. You can make your own with the Lumi Inkodye kits that we have here at Beau.

We also created a Camera Obscura for people to check out. It used a pinhole about 1.5cm in diameter to allow the image in. It was like watching a movie but upside-down and in reverse!



Carol helping with the construction of the Camera Obscura.



The finished camera in the shade. Though the view was better up on the hill, it was much cooler in the shade!

This is the view inside the camera. The image of everything outside is projected on the walls and ceiling.



One of the amazing views for the Camera Obscura.



## The Big Beau Garage Sale is Coming Up!

**September 7-10, 2013.**

**Saturday & Sunday, 10am - 2pm  
Monday & Tuesday, 8:30am - 5pm**

Yes, the first day is a Saturday so get up early and don't miss out on the good stuff. Saturday and Sunday we will have a BBQ up on the deck with hot dogs (veggie too!) and the rest of the shop will be open and featuring some great deals.

Here is a sneak preview of the items that will be in the garage sale -

- Polaroid cameras. We have some pretty crazy old Polaroid items if you are a collector! Lots of it even still works.
- Assorted straps, caps, bits and parts of grip equipment.
- Paper and canvas backdrops. One is even on a steel pole and ready to hang in the studio.
- Darkroom supplies and enlargers.
- Laminators and laminate.
- Vintage digital accessories from Fuji, Olympus, and more - still new in a box!

There will also be sales on some slow moving stock and other selected items including:

- Inkjet paper
- Folders and presentation products
- A demo Epson Photo R3000 printer
- Camera bags
- Sunbounce reflectors
- Black Rapid camera straps



## ACCESSORIES

Meghan S.

### Plustek OpticFilm 8200i Ai Scanner

If you're shooting a lot of film these days or have some old 35mm that you'd like to breathe new life into, owning your own film scanner is a great asset. With the world turning mainly to digital these days, being able to still shoot that wonderful film but also share your images with the online community or far away friends and family is something a lot of people are interested in. This is where the Plustek OpticFilm 8200i Ai 35mm film scanner comes in handy.

Having a 7200dpi, high resolution scan of your images or even a 3600dpi medium resolution scan right away would be far more convenient than bringing your 35mm film to a lab each time you need a scan. The cost of scanning at a lab can add up quickly, and if it's your own time you're concerned about saving, this scanner is fairly quick - scanning at about 2 minutes per frame on its highest quality setting, 7200dpi; giving you a preview of your image in about 8 seconds. The high resolution of this scanner will give you images you can print enlargements from, post online to your website or blog or just email to family. Even if your house is full of dust (a dog or cat living with you certainly adds to this!!) or your negatives are old and showing the tests of time, the Plustek OpticFilm 8200i Ai has a built in dust and scratch removal system which will save you the time and effort of hours of retouching. No messing about with post processing here!

Get stunning images as you go with the included Silverfast 8 software, allowing for a very user friendly scanning experience to help you get the best out of your images. The Silverfast software helps to deliver excellent dynamic range and color accuracy with its easy controls and color calibration options. Perfect for all negatives and positives, whether they're bold bright colour, subdued colour or even black and white. It also reduces noise and brings out all the fine details of your fabulous photos!

File output formats supported are JPG, TIF, PCX and BMP and this software lets you convert files to PDF or create images formatted for Microsoft Word or Excel.

Affordably priced at \$599.00.



## DIGITAL NEWS

MIKE M.

### Firmware Updates

One important thing I want to mention this month is the value of keeping your camera's firmware up-to-date. Quite often, manufacturers will sneak in bug fixes as well, so even if an update doesn't sound useful, it very well might be. For example, sometimes all an update is reported to fix are spelling errors in certain languages used in the menus but I would say it is still worth doing! One thing I've run into recently is glitches when using a **Nikon D800** with the latest large and fast Compact Flash memory cards. I've had customers report errors and even the inability to format larger cards in their D800 after buying some new cards from us. When I suggested ensuring their cameras had the latest firmware, they then updated and suddenly the cards formatted and worked fine.

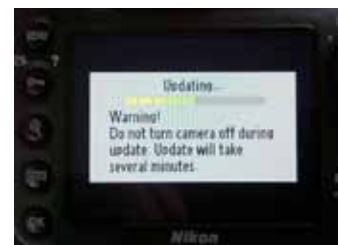


Even if you buy a brand new camera, the first thing to do is check to make sure you have the latest firmware. Buying a new camera even a month after a firmware update is absolutely no guarantee that the camera you buy will actually be fully updated. If Nikon has five hundred D800 bodies sitting in their warehouse waiting to sell, and a firmware update comes along, they certainly are not going to open each and every box up and do a firmware update. On the other hand, freshly manufactured cameras should have the latest firmware installed fairly soon after release, but they can take a couple of months to trickle down to dealer's shelves.

One thing I wouldn't do, is do an update right before an important shoot. Not only is there a remote chance you could "brick" your camera during a firmware update (extremely remote, however I've seen it happen), but once in a while there are fresh bugs introduced with an update. Again, that is also extremely rare, but I've seen it too. Make sure you give yourself a day or two to test the camera out after an update before going on an important shoot! In addition, unless you like to live on the bleeding edge, maybe wait a week or so after an update is released, just to make sure there are no glitches reported by other users. Remember that once updated, you cannot go back to an older version. Me? Well I live on the edge and will generally do an update immediately after release!

The procedure is usually quite simple: go to the manufacturer's website, follow directions to download the appropriate update and extract the updater, then transfer the updater file to a freshly formatted and "known to be reliable" memory card. Ensure that your camera has a fully charged battery since one way of bricking a camera is to initiate a firmware update with a near dead battery! Also, I would suggest removing any accessories from the camera, including the lens (unless you are doing a lens update of course!), battery grip, GPS module, flash etc. Make sure the body is just the body with a freshly charged battery. Put in the card with the firmware and again, follow the manufacturer's directions on initiating the update. When the camera starts updating, set it

down on a table gently, ensuring you don't press or touch any buttons and let the update proceed. Sometimes it is very quick, taking 30 seconds or less, sometimes it might take several minutes, depending on the camera. When it has been successfully updated, the camera will usually prompt you to shut it off and then turn it back on. At that point, go to the firmware version screen to make sure it is reporting the correct revision you just installed and then



format the memory card again to get the firmware update file off the card.

I've used the Nikon D800 as an example, but of course bugs, glitches and quirks can arise in any camera system.

Do yourself a favour and make sure your gear has the latest firmware installed. Not only will that ensure compatibility with the latest accessories and memory cards, but it may also fix subtle bugs, improve image quality or even add new features to your camera. Definitely worth doing!



## Fujifilm firmware update and cameras and lenses - in stock!

Some of the most sought after items are now in stock at Beau. The **Fujifilm X100S** camera (\$1299), the new **XF 55-200mm f/3.5-5.8R OIS zoom** (\$699) and the **XF 27mm f/2.8 pancake lens** (\$449), all in stock!



Of course we also have the **X-E1**, in both kit (\$1,199 with

# D7100



- 24.1 MP DX-format CMOS sensor
- Up to 7 fps shooting speed
- Rugged weather sealed body
- 51 point AF module - 15 cross sensors



Rent the D7100 and if you decide to buy one, we will credit up to two days of the rental toward your purchase.



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Beau Photo



18-55 zoom) and body (\$899) form, the **XF 14mm f/2.8R** (\$899), the **XF 35mm f/1.4R** (\$599), the **XF 60mm f/2.4R Macro** (\$649) and more!

On July 23rd, **Fujifilm released firmware updates for the X-E1, the X-Pro1** and pretty much all of their lenses. As they have done before, Fujifilm has added significant functionality and improved the cameras and their AF performance even more. In terms of added features, you now have focus-peaking, similar to the X100S and you also have an additional user-definable button, the down-arrow button on the rear control pad. Awesome! Personally, I have redefined the ISO setting to that button, since once pressed, you can use the up and down arrow keys to change the ISO. This prevents multiple "spread out presses", in other words, press the Fn button near the shutter release (my previous default for it), then press the curser keys on the back to select the ISO. One function I find myself frequently accessing is the 2-second self-timer; when I am doing night shots on a tripod, so I have defined that to be the Fn button now. To me, this makes more ergonomic sense. The default setting for the new down-arrow function in the new firmware is to access the AF point selection. Some people find it awkward to use the default button for that at the very bottom left on the back of the camera, something that never really bothered me, so those people will welcome the new easier-to-reach location for AF point selection. Who knows... after further testing I may even go back to ISO on the Fn button and AF selection to the down-arrow. The main thing is, now people have yet another way of customizing the camera which is great.

For those who don't know what focus peaking is, let me describe it here. Basically if you are manually focusing, it is difficult to see what is actually sharp and what is not on an LCD display or EVF. Previously, one had to zoom-in temporarily to magnify the image, adjust focus, then zoom out again to do the final composition. Focus peaking will add a shimmering white outline to the edges of objects that are in sharp focus, enabling you to accurately judge where your

areas of sharpest focus actually are, without the need for zooming in. Well, in theory anyway. On the X100S, focus peaking works extremely well without zooming in. On the X-E1, it can be a little faint and poorly-defined when using a slower lens like the kit 18-55mm f/2.8-4 zoom. I find it easier to see the outline when you do a 3x zoom in. However on a faster lens, like the 35mm f/1.4, the focus peaking display is very obvious and usable even when zoomed out and viewing the whole frame. I think that Fujifilm may be able to improve the focus peaking display further on future firmware revisions since the X-E1 didn't even have the capability before, but even in its current incarnation, it really does help with manual focus.

Lastly, with additional firmware updates to most of Fujifilm's lenses, another improvement is apparently focus speed and low-contrast focus accuracy. I have not used the new firmware long enough to come to any conclusions about the revised focus performance though.

## Hasselblad Lens Tests - 24mm and 50mm v.II

Our Hasselblad rep came for a visit and brought two new lenses for me to test, one is the brand new HC 24mm f/4.8 ultra-wide (and man, is it ever wide!), and the other is the version II of the HC 50mm f/3.5. Unfortunately I only had time to do some tests from our rooftop



HC 24mm f/4.8 ultra-wide

and out and about around our store, but that was enough to tell me that these are two great lenses. The 24mm is stunning and I am glad Hasselblad decided to make it a relatively slow lens. Why? Well being an f/4.8 means that the front element is still a relatively manageable size and you can actually use thread-on filters, albeit at a whopping 95mm in diameter. So it is not that small I suppose! In addition, as big as the front filter threads are, the lens was actually quite a bit more compact than what I was expecting. A slower f/4.8 ultra-wide lens is easier to design than a

faster one when it comes to sharpness and aberrations too. Indeed, on our Hasselblad H4D-50 (50 megapixel) camera, the 24mm proved remarkably sharp right into the image corners and had virtually no detectable chromatic aberration either - impressive! Distortion was also surprisingly minimal for such an extreme lens and Adobe Lightroom was able to fix that with a built-in lens profile. Flare is very well controlled, which I was not really expecting. Even with the sun right in the frame, there was minimal loss of overall image contrast and internal reflections were well under control. All in all, this has to be one of the most impressive ultra-wide lenses I have ever shot with!



HC 50mm f/3.5

The Hasselblad 50mm vll wide-angle was also impressive and due to the generosity of a good customer, I had a chance to compare it to the first version. While originally I felt that the first version was pretty good, after comparing to the new one, well... let's just say the improvements are quite obvious. Overall

the new version is sharper, even in the centre and most definitely into the corners. On an older 31 or 39 megapixel back, you might not see much of a difference, but pair it with a 50 or 60 megapixel back and the new version definitely seems as though it would be a worthwhile upgrade, if you value sharpness or are making huge prints.

the sky. Perhaps a 70-200mm lens to get in close to the golfers as they tee up? A wide angle lens for capturing the amazing fireworks show, or a telephoto lens to capture the Canadian Snowbirds as they fly towards each other at a combined 800+mph only to veer off at the very last instant? Lenses tend to get booked quickly for these events, so don't get caught in the afterburner exhaust!

## Chimera 3' Octabanks

Due to popular demand, we now have a pair of Chimera 3' Octapulus Lightbank in the Rental Department. Smaller and more compact than the 5' and 7' versions of the Octabanks, the 3' Chimera Octapulus Lightbank is ideal for individual portraits, but can accommodate more people with no trouble. Chimera Octapulus Lightbanks have soft silver linings which create an even light spread with rounded highlights. Try one (or two) for your next portrait shoot! **Chimera 3' Octabank - \$25/day**

## Studio Rental

Did you know that if you need a studio space to rent, **Sugar Studios** has some great options. The bonus is that if you rent a space with them, and need rental equipment from us, we will deliver it at no charge for you! How easy is that. There is also a list of studios for rent on our webpage if you are looking for a specific type of space.

[beauphoto.com/frames/newrtl/studios.html](http://beauphoto.com/frames/newrtl/studios.html)

## RENTAL NEWS

JASON K.

## Photo Ops...

Ah, August, the month of golf and thunder – with every weekend seemingly having its own golf tournament, the Honda Celebration of Light and the Abbotsford Airshow, this month is full of excitement! With all of these exciting events going on around the city, this would be a great time to rent a lens to try your hand at photographing fireworks, a golf club just as it hits the tee, or fighter jets criss-crossing



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# Canon

Rebates extended for August...  
Save on many Canon bodies and lenses.

## EOS 5D Mark III



5D Mk III  
\$200 rebate



24-70 2.8L II  
\$150 rebate



EOS 7D  
\$100 rebate



600 EX-RT  
\$50 rebate



70-200 f4L IS  
\$80 rebate

Try before you buy - rent a body or a lens and if you decide to buy one,  
we will credit up to two days of the rental toward your purchase.

## PIXMA PRO-1

- 12 archival pigment inks in large 36ml ink tanks
- 5 monochrome inks
- wide-gamut / superb B&W
- Chroma gloss optimizer that can be selectively applied to the print
- no waste when switching from matte to photo black ink
- 14" wide, 13x19 borderless printing



Prints not matching  
your monitor?

- calibrate your display with an Xrite or Datacolor device
- make sure your images look good on your screen after calibration
- ensure you have the correct ICC profile for your paper
- use correct colour-management settings when you print
- remember that a printed page may never match a monitor exactly



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information on sales and rebates. [beauphoto.blogspot.ca](http://beauphoto.blogspot.ca)



## FILM / ANALOG NEWS

Nicole L.-D.

### Some creative summer fun.

New from Lomography, the **Konstruktor!** It's the sweetest little at-home photography project. **The Konstruktor is a fully functioning 35mm SLR camera that YOU build!!** Perfect if you've ever been curious about how a SLR camera is put together:



The Konstruktor is Lomography's only SLR camera. It takes 35mm film and comes with a detachable standard 50mm F10 lens, which

has a focus range of 0.5m to infinity. It also comes with stickers for personalization!

A great feature Lomography incorporated into the Konstruktor is its viewfinder. Unlike most SLR cameras with the viewfinder in the back of the camera, the Konstruktor has a twin lens reflex style viewfinder so you look into it from above. **Get the Konstruktor kit for \$33.99.**

### Embrace the Unexpected

They happen to all of us - Impossible Project FAILS. Don't despair; there are still plenty of creative things that can be done with unexpected results from your instant pictures. Although post photo taking creativity doesn't have to be limited to only to the fails, this extra creativity could be applied to your perfect Instant photographs too. However knowing there's more I can do with these 'mistakes' makes ME feel better. Like so many other Impossible artists, I love combining my photography with all other mediums.

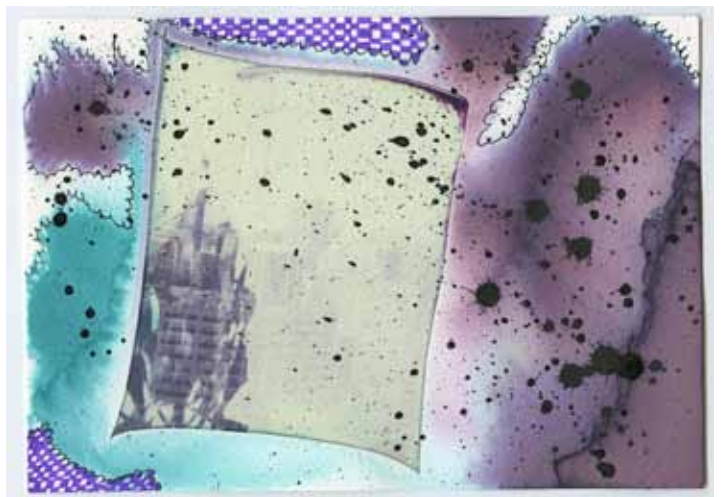
There's nothing that I wouldn't try! Personally I like to collect scraps of paper and things from everywhere I go, then save them until I have some Impossible photos that need to be mix media'd. Sometimes I work directly on the photo with paint, markers, paper and glue. Though more often I 'lift' the Impossible photo emulsion onto watercolour paper; sometimes I paint this before lifting onto it, or paint the paper while its still wet and then use pen & ink to draw on it after its completely dry. Really I just do whatever occurs to me in the moment, it's this freedom of creativity I love.

With so many ideas out there and Impossible's brilliant book *101 Ways to Do Something Impossible* the sky is the limit! *101 Ways To Do Something Impossible* is a great way to see what others around the world do with their beloved Impossible Photos. It has beautiful photographs and step by step instructions on how to try these things for yourself. We have them for sale at Beau so come by and have a look at what is possible with Impossible film.



**flickr**

See some of the images staff have been producing on the Beau Photo Flickr page at [flickr.com/photos/beauphotostore](http://flickr.com/photos/beauphotostore)



e-mail [film@beauphoto.com](mailto:film@beauphoto.com) for more information.

All photos ©Nicole Langdon-Davies

## PRESENTATION PRODUCTS

BARB B.

Summer's half over..? When did that happen? This means it's time to figure out what we need to order for your fall events, school photography, and those weddings and portraits you've been shooting! Please call me if you need assistance to work out a timeline for ordering supplies for your presentations, I'd be glad to help. If you have an idea about how many mounts and which sizes you'll need, I'd appreciate the information to help me determine what I should have on hand for you.

We've had a few requests for folders to match company colours. Sometimes these can be accommodated and sometimes it's just not cost-effective. Our manufacturers need to order their cardstock at least 3 months in advance, in volume that will, typically, produce 10,000 mounts. If your client has decided that nothing will do BUT their colours, I'd be happy to approach my manufacturers on your behalf. Often, the best way is to imprint folders with the company logo and colour(s). Screen printing might also be a possibility. I'd be happy to discuss the options with you.

Because of popular demand, we've decided to add (at least) one more size to our line of Vancouver Folders. We will be stocking folders for 12x8 photos (that's the horizontal orientation, most often used for group photos) in black (responsibly produced new material) with black foil accent. If you plan to be presenting non-standard photo sizes (i.e. 6x8 or 7x10) on an ongoing basis, please let me know what size you're considering. We'll tally up the requests and see if there's enough demand to add any others to our repertoire.



Seaspan has retrofitted one of their big tugs to be a fire boat, it appears. Taken with my Fuji 200EXR.

## ALBUMS

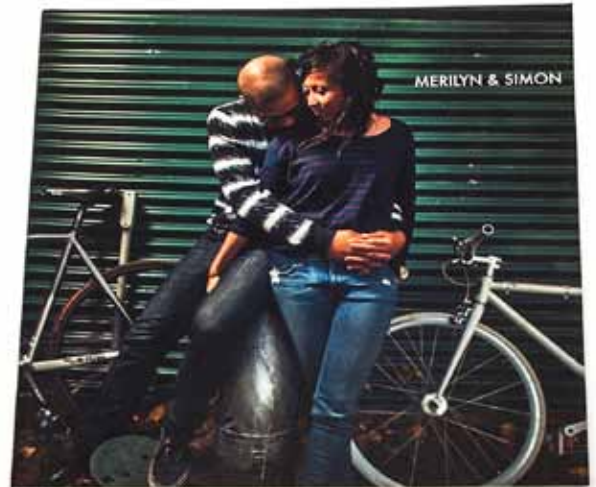
SIMON B.

### New Samples Have Just Arrived

Beau Photo now has samples of the **Full Highline cover** and **Essex Photo cover**. A big thanks to DQ Studios for allowing us to use their awesome albums as our samples.

If you want to see these albums for yourself, please come by Beau and check them out.

**Now Available - 2013 Swatch Kits for \$21 each.** These packs contain all fabric material samples to help you and your client choose your perfect album cover.



Essex Book Photo Cover



Full Highline Cover



FOR ARTISTS AND PHOTOGRAPHERS

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WORLD RENOWN MASTER PHOTOGRAPHER

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- ADVANCED PHOTOSHOP RETOUCHING
- VON WONG IN VANCOUVER 2-DAY MASTER CLASS

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