

February 2021

Newsletter



Image ©Meghan S. Nikon EM camera, 50mm 1.8 lens, New Rollei Paul & Reinhold film.

New Rollei Paul & Reinhold film review and blog post!

More in this issue and on our blog - www.beauphoto.com/camera-confidential-rollei-paul-reinhold-limited-edition-bw-film



New from Fujifilm: GFX 100S body, Fujinon GF 80mm f/1.7 R WR lens, X-E4 body, Fujinon XF 27mm f/2.8R WR lens, and Fujinon XF 70-300mm f/4-5.6R LM OIS WR zoom - New Sony Alpha 1 body - Camera Parkas - Now in Rentals! Canon EOS R5 - Nikon EM Cameras - New Film from Rollei - more...

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Digital

Mike M.

Big Announcements!

This column is usually reserved for a lens or camera review, but this news is too big and needs to be shared! Check back next month for the regularly scheduled programming...

Lots of News from Fujifilm!

There have been a lot of recent product announcements from Fujifilm, in fact, too much stuff to cover in detail for this newsletter. We are just covering the items briefly for this newsletter, but watch for future blog updates and social media posts once I get some hands-on experience!



First off, we have the [Fujifilm GFX 100S body](#), by far the least expensive 100 megapixel medium format digital camera yet, and its modest price should potentially put a 100MP medium format system within reach of many more photographers. The original GFX 100 was (and still is) \$13,300 but the new

GFX 100S will sell for a very reasonable \$7,800 here in Canada! Remember that other 100MP medium format systems can be upwards of \$40,000 CDN, although in fairness, those systems do have slightly larger sensors, being fully the size of a 6 x 4.5 cm film capture, not with a 1.3x crop factor from 645 like Fujifilm's GFX models.

In most ways, this new GFX 100S will perform at the same high level of the GFX 100, including in-body image-stabilization (IBIS), AF speed, video features and more,



FUJIFILM

*Preorder your
new gear now!*



GFX 100S - \$7,800



GF 80mm f/1.7 R WR - \$2,990



XF 27mm f/2.8 R WR - \$520

**XF 70-300mm f/4-5.6 LM OIS WR
\$1,050**



X-E4 Body or 27mm Kit - \$1,100 or \$1,350



but all in a much smaller and lighter camera! There are some notable areas where there have been necessary cuts though: the GFX 100S does not have a removable EVF, no battery grip is available, and it uses a smaller battery from the X-T4, the NP-W235 rather than the NP-T125 from the previous GFX models. The EVF specifications are not quite as good as the original GFX 100 either. However it looks to have a more cohesive and familiar user interface than what was on the original GFX 100, at least for those used to DSLRs, so that is a big plus.

I think this camera will be a game changer for many, a way of getting into a super high quality medium format system at a relatively affordable price, especially if you decide to go the route of equipment leasing. Note that many of Fujifilm's superb GF medium format lenses are actually less expensive than some pro lenses for full-frame 35mm, be it for DSLR or mirrorless bodies, which is in stark contrast to other medium format brands where some prime lenses can sell for over \$10,000.

Look for a mid March delivery for the new GFX 100S, and we are already taking pre-orders! Fujifilm GFX 100S - \$7,800



Next up is the new [Fujinon GF 80mm f/1.7 R WR](#). This lens will sell for \$2,990 and will also ship in mid March. The new 80mm will make a fantastic short portrait lens, great for waist up or full body shots. At f/1.7, it will also offer impressive levels of subject isolation and background blur and is said to be tack sharp, edge to edge, even wide open. For tight headshots, the 110mm f/2 will still be the one to reach for, but the new 80mm should be very effective for other, looser compositions. As with all other GF lenses, it has a weather resistant design, a marked aperture ring and features a nice broad manual focusing collar. Now on to Fujifilm's smaller format system with the

first announcement being the new X-E4 body! [The Fujifilm X-E4](#) will be offered in several configurations, including body-only (silver or black) for \$1,100, and a kit with the brand new Fujinon XF 27mm f/2.8 R WR pancake lens for \$1,350. Indeed, the 27mm has been updated, with more on that



in a moment! The X-E4 will offer the latest 26MP sensor, and all the other performance specs of the latest Fujifilm bodies like the X-S10. Alas, the X-E4 is still too small to allow for the inclusion of an IBIS unit, but Fujifilm did manage to add a tilting rear LCD, reminiscent of the one in the X100V, taking up very minimal space. In fact, one could easily mistake the X-E4 for having a fixed rear LCD, it is that slim!

Unlike the X100V though, the LCD on the X-E4 can rotate 180 degrees upwards fully to offer viewing from the front of that camera. There will also be a metal handgrip and a first for Fujifilm, there will also be a factory thumb-rest that attaches to the flash-shoe. The X-E4 will also be available by mid March.



Next up, we got some XF lenses! First, as mentioned in the X-E4 announcement, there will be a new [Fujinon XF 27mm f/2.8R WR lens](#)! The new version will now sport a slim aperture ring, a big improvement on the original, where you had to use a command dial on the body to adjust the f-stop.

The new version is also designated WR, meaning a weather-resistant design. Nice! On its own, the new XF 27mm f/2.8R WR will sell for \$520 and start shipping in late March.

Lastly, we've got another new lens, the [Fujinon XF 70-300mm f/4-5.6R LM OIS WR zoom](#). This new lens will sell for \$1,050 and also start shipping late in March. This is a lens that, for many, could replace the 55-200mm zoom, or maybe even the 100-400mm. It will sport a linear motor AF system (LM) which should make for



swift autofocus, a 5.5 stop optical image-stabilizer (OIS) and is designated WR for weather resistance. One thing I found surprising is that this new lens will actually work with both the 1.4x and 2.0x (TC) teleconverters! While this combination would make for a very dim viewfinder image on a DSLR, with a mirrorless cameras, the EVF gain will likely mean the 70-300mm will be quite usable with teleconverters. That said, in lower light conditions, EVF display could get grainy sooner, and AF performance may suffer too at lower light levels when using a TC. Still, there are lots of scenarios I can think of where being able to use a TC on that lens, to make either 630mm (with the 1.4x) or 900mm (with the 2x) of equivalent full-frame 35mm reach, would be great to have! You might

be wondering, why not just get the 100-400mm? Well there will be a huge size difference between the new 70-300mm and the 100-400mm, so the 70-300mm will fit in much smaller camera bags and be easier to carry around... and you still have the option of going to a longer focal length with a TC, which is something you cannot do with the 55-200mm or the 50-230mm zooms.

BIG Sony News!

Sony has just announced their brand new [Alpha 1 \(A1\) mirrorless, full-frame camera](#), a fully pro-level model with some seriously impressive specifications. It will start shipping in Canada in early March at \$8,499. This should be a great camera for use on film sets with its super



fast sensor readout speed and anti-flicker mode, where the highest quality silent shooting is needed, as well as for professional sports and wildlife photographers. With 50MP of resolution, it will be suitable for commercial, architectural and landscape shooters as well. Here is a list of its major headline features...

- 50.1MP Full-frame Exmor RS stacked CMOS image sensor with integral memory
- 8x more powerful, next generation BIONZ XR image processing engine
- World's first anti-flicker mechanical and electronic shutter

- World's fastest mechanical shutter flash sync speed to 1/400 sec.
- Dual card slots, both compatible with CFexpress Type A and SD
- Ultra-fast sensor readout speed and next gen. BIONZ XR image processing delivers:
 - Blackout free shooting up to 30fps with 120 AF/AE calculations per second
 - Real-time AF tracking, Real-time Eye-AF for humans, animals and birds
 - Silent, vibration free, anti-distortion electronic shutter
 - High-frequency flicker-free shooting
 - Electronic shutter flash sync (FF 1/200sec., APS-C 1/250sec.)
 - 8.6K oversampling for 8K 30p 10-bit 4:2:0 and up to 4K 120p 10-bit 4:2:2
 - Drastically reduced rolling shutter
- World's first 240 fps refresh rate, 9.44M dot 0.64" QXGA OLED EVF
- 5-axis IBIS with Active mode
- 15+ stops dynamic range (15-stops still image, 15.5-15+ stops movie)
- 16-bit 4K/60p RAW output via HDMI
- No 29min. 59sec. rec. limit
- Long battery life extendable via USB Type C with Power Delivery
- Picture Profiles including S-Cinetone, HLG and S-Log 2 & 3
- 10 customizable creative looks
- MI shoe with digital audio interface
- USB-C and Ethernet wired LAN (via optional adaptor)



The Sony Alpha 1 will start shipping in Canada in early March at \$8,499.

We are taking pre-orders for this camera, call or e-mail digital@beauphoto.com for details.



REBATES and Price Drops!

Some rebates are back for February, and we will be showcasing a few below. They all run until end of February unless otherwise noted. Since start times vary dramatically between brands, check our blog on a regular basis for rebate updates!

NEW! We now have a dedicated camera gear rebate page you can check out as well, which will have more rebates listed than in our newsletter:

<https://www.beauphoto.com/ongoing-rebates-canfujinikson/>

Canon

Canon EF 40mm f/2.8 STM - \$249 (reg \$299)

Canon Speedlite 430EX-III RT - \$349 (reg \$369)

Canon Speedlite
600EX-II RT - \$499
(reg \$599)



Fujifilm

Stay tuned for a few Fujifilm rebates, starting late February!

Nikon

First off, some Nikon price-drops as of January 29th!

Nikon D850 body - \$3,899 (was \$3,999)

Nikon D7500 body - \$1,199 (was \$1,399)

Nikkor AF-S 14-24mm f/2.8G - \$2,199 (was \$2,369)

Nikkor AF-S 24-70mm f/2.8E VR - \$2,599 (was \$2,999)

Nikkor AF-S 70-200mm
f/2.8E FL VR - \$2,899
(was \$3,599)



Nikon Z7 Body - \$3,499 (was \$3,799)
Nikon Z7 Kit w/24-70 f/4 - \$4,299 (was \$4,599)
Nikon Z6 Body - \$2,199 (was \$2,399)
Nikon Z6 Kit w/24-70 f/4 - \$2,999 (was \$3,199)

Now, for a few rebates...

Nikkor AF-S 24-120mm f/4 VR - \$1,100 with D850 Body purchase (reg. \$1,449)
FTZ Adapter - \$129 with Z-system body purchase (reg. \$329)

Sony

These Sony rebates run until at least February 18th and may be extended...There are many more listed on our rebates page linked above.

Sony A7 III Body - \$2,299 (reg. \$2,599)



Sony A7R IV Body - \$3,999
(reg. \$4,499)

Sony FE 16-35mm f/2.8 G Master - \$2,899 (reg. \$2,999)
Sony FE 24-70mm f/2.8 G Master - \$2,799 (reg. \$2,899)
Sony FE 70-200mm f/2.8 OSS G Master - \$3,099 (reg. \$3,299)
Sony FE 70-300mm OSS Zoom - \$1,599 (reg. \$1,699)

Sony FE 24-105mm f/4G OSS - \$1,649
(reg. \$1,849)



Lighting and Studio

Ken S.

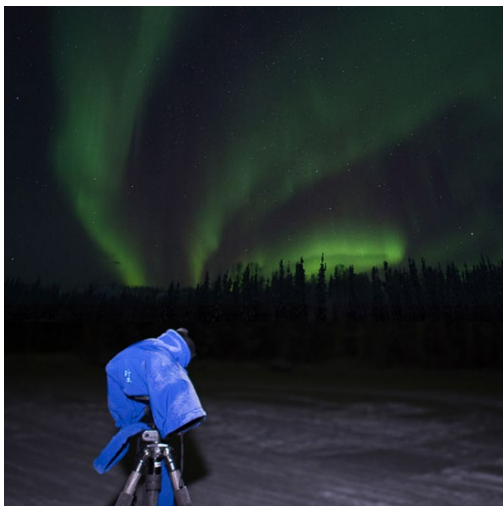
"At Frosted Lens" Camera Parkas.



Now that the days and nights are getting colder, photographers are looking at ways to protect their cameras from the elements. Or you may be one of the lucky photographers planning a trip to photograph the Aurora Borealis (for the time we are able to travel again). You may not know this, but Beau Photo sells camera covers for the extreme cold, designed and produced by a local company called At Frosted Lens. These camera "parkas" are designed for outdoor photographers looking at protecting DSLRs and lenses from wind, humidity, frost or cold. Specifically designed for use with a tripod, the camera parka is ideal for landscape photography such as long exposures, time-lapse, night and astrophotography. Whether the dew point is an issue, or in foggy or cold weather, the camera parka protects equipment and extends battery life in the cold as well, if compared to an unprotected camera. Main features of the camera parka are...

- Protection against humidity, moisture and frost
- Protection against wind chill
- Protection against cold
- Easy access to camera controls with long and wide side sleeves
- Quick access to camera LCD with a flap
- Magnets in the flap to secure it open or closed
- Easy manual focusing without removing the cover
- A pull string to secure the cover around the lens hood
- Pull strings on side sleeves to close tight when not in use
- Adjustable around tripod plate/head through opening and a Velcro strap
- A snap hook to tie the two side sleeves together
- Keep hands warm when changing settings
- Fits most DSLRs.

Two types of camera parka are available; Camera Parka Classic and Camera Parka Pro. Both covers are made of high quality outdoor fabrics from Polartec®. The outer shell is water repellent, durable and blocks wind at 99%. It provides complete protection from wind, moisture and frost. The inner layer is a double fleece providing insulation from cold to the camera and warmth to the hands of the photographer when changing settings. The Camera Parka Pro has an extra layer of thermal fabric around the camera body. It helps keep the cold out and the heat in, when using chemical heat warmers for instance. Both covers have a version for short lenses or fisheye lenses. Extra pull strings inside the covers are used to secure the front sleeve around short lenses.



Read our blog post about these camera parkas here -
<https://www.beauphoto.com/at-frosted-lens-camera-covers/>



At Frosted Lens Classic Parka – \$129.99

At Frosted Lens Classic Parka (Fisheye) – \$139.99

At Frosted Lens Pro Parka – \$149.99

At Frosted Lens Pro Parka (Fisheye) – \$159.99

Canon

Now in Stock!

EOS R5



EOS R6



Full-frame, Professional & Mirrorless

The Canon R5 is also in Rentals!

Try before you buy and get up to two days rental credit toward your purchase, ask us for details.

Rentals

Jason K.

New in Rentals!

Canon EOS R5 Mirrorless Body

The Beau Photo Rental Department was recently blessed with our newest piece of gear, the long awaited Canon EOS R5 mirrorless body! This latest flagship mirrorless body features the following and is available for rent immediately:

- 45 megapixel full frame sensor
- 5 axis in-body stabilization
- up to 12 frames per second mechanical shutter
- up to 20 frames per second electronic shutter
- 8K 30 fps RAW video recording
- 4K (up to) 120 fps in 4:2:2 10 bit with Canon Log
- Eye, Face & Head AF detection for people
- Eye, Face or Body AF detection for animals
- ...and much more!

\$225/Day or Weekend

The EOS R5 comes with: 2x Batteries, Charger, 128GB CFExpress card, 64GB SD Card, USB-C cable, EOS EF~RF Adapter, Manual, Camera Bag



Family Day Long Weekend

As Monday, February 15 is the Family Day holiday, Beau Photo will be closed for the day. This means you have an extra day for rentals! If you pick up a rental on Friday afternoon or on Saturday, you can keep it until 1pm on Tuesday, February 16 and it will just be a one day charge!

See what's available in the rental department on our website - www.beauphoto.com/rentals/

Don't forget about our try before you buy program! Try something out that is available in our rental department before you decide to buy. If you love it and want to buy one within 30 days, you can receive up to two days of the rental cost as a credit toward the purchase. Ask us for more details and if restrictions apply.



Z7 II



Z7 II now in stock!

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Select Sigma Lenses are on sale
now online and in store at Beau Photo!
Now on sale to February 25th.

Accessories

Meghan S.

My Nikon EM camera and new film from Rollei!



We recently received some new black and white film from Rollei that we had not seen before so Nicole, Mustafa and I all set out to shoot a roll. I also decided it was about time I tried out the only Nikon camera I currently own, a Nikon EM. Honestly, for mostly unknown reasons, I have never been drawn to Nikon film cameras. In

the past I have owned an FM2 that I personally found cumbersome, and overall it was just not a camera I enjoyed using so I sold it. Since then I have always reverted back to my Pentax K1000 for my manual SLR desires, or my Canon Elan 7 NE if I'm feeling in an autofocus mood and just "need my photos to work", as it never lets me down. The Elan is always a trusty wedding go-to for me and I already had a whole host of lenses from my Canon DSLR days. With both of those film cameras in my roster and having already invested in lenses for both systems I have never bothered to investigate Nikon beyond my less than impressed introduction with the FM2.

However, then we got in a slew of these attractive little Nikon EM cameras and I wondered if it could fill in a void in my repertoire that I had only just realized was there. Maybe for the first time in many years I would head back to Nikon...

As for the new Rollei Paul & Reinhold film...I enjoyed shooting this versatile film and felt it had fairly fine grain for the high speed I shot it at with nice contrast. See Nicole's article for more info about this new film from Rollei further down in this newsletter - with more images from all of the rolls the three of us shot!



To find out more about how I fared with the little Nikon EM, head over to our blog!

www.beauphoto.com/camera-confidential-nikon-em-slr



We currently have two Nikon EM's in store:

Nikon EM with 50mm f/1.8 Series E lens - \$150.00

Nikon EM with 35-70mm f/3.5-4.8 lens - \$150.00

All Analogue

Nicole L.D.

NEW FILM FROM ROLLEI!

Paul & Reinhold Limited Edition 100 Years of Rollei twin pack.

The name pays homage to Paul Franke and Reinhold Heidecke and the start up of their revolutionary camera manufacturing company. They changed photography forever in 1929 when Heidecke finally got his TLR dream to become a reality with the first Rolleiflex. Other variants on this model and other designs such as the Rolleibaby (marketed as a ladies camera) and the Rolleicord soon followed.

The Rolleicord Va certainly changed photography for me. It has become my favourite camera. Every chance I get I tell everyone who will listen to buy one!



A part of me does wish this film had been made in 120 format so I could shoot it in a proper Rollei TLR camera... instead I've had to use a Rollei SL35 E, which I suspect isn't actually a Rollei original and is notably the worst camera I've ever had to load film in....

however, like most annoying cameras, it's cute as a button! As for the actual film, I found it to be very nice, far less contrasty than my usual Rollei film choices (RPX100 and Retro 400S). I'd say overall it had even tones with strong blacks.

Rollei Paul & Reinhold 640 (2 × 135 36 exp.) Special Edition

640ISO, 35mm twin pack - \$22.93 plus tax.



The Rollei film saga continues on our blog in Camera Confidential - www.beauphoto.com/camera-confidential-rollei-paul-reinhold-limited-edition-bw-film



Zeiss Ikon Super Ikonta Cameras

I'd also like to mention that we have three lovely Zeiss Ikon Super Ikontas in our display cases. All three have been fully CLA'd (cleaned, lubed and adjusted) and they have also been film tested, making them the perfect choice for the photographer that would like to dip their toe into Medium Format (120 film) photography. **Two are 645 format priced at \$200 - \$400 and the other is 6x9 priced at \$450.**

Treasures and Spare Parts



Looking for the random Bits 'n' Bobs that would complete your camera collection? Well as a champion hoarder I do not like throwing ANYTHING away. So pay a visit to the various baskets and drawers scattered throughout the store. Find things you didn't even know existed and a few things you didn't know you needed! The ever popular Nikon baskets house everything from focus screens, to eyepieces, hoods, cords, cables... the list goes on and on.... Part of the fun IS the HUNT and of course our low low prices!

A few of the treasures that can be found are :
 Nikon Focus Screen Type E2 for FA - FE2 \$5
 Nikon Eye Piece Correction for Nikon FG - EM \$5
 Pentax Right Angle finder \$25
 Accessories for tripods and heads...

All the obscure filters one could want or need with prices ranging from \$5 - \$25!



Random Analogue Thoughts

Mustafa S.

Contax G1 Review: To be or not to be?



The Contax G series were, and still are, the only autofocus rangefinders ever made. The first one, the G1, was only made for a few years, between 1994 and 1996. Coupled with some of the best lenses some said to be among the best ever made for 35mm cameras courtesy of Carl Zeiss, they've become incredibly popular and trendy due to their pretty looks and specifications.

If you look up #contaxg1 on any of the social media channels, you

will get a sense of what kind of clique the Contax camera seems to have latched itself to. Its sleek and modern design not only lends itself well to being a fashion accessory, but also imbues a sense of inspiration to go take good photos. Sure, the G2 is technically better, but its at least twice more expensive.

Read the detailed review on our blog. Find out what made it special when it came out and whether it could be worth it for you in this day and age as I share some history about the camera, as well as my ownership experience with my own camera.



<https://www.beauphoto.com/contax-g1-review-to-be-or-not-to-be/>

New from Renaissance Albums - *The Hudson*

The Hudson album combines the simplicity of the Roma album with the durability of the Ventura album, creating a beautiful new modern peel and stick album.

Available in the new Fulton NL Flint cover material - we now have in stock a range of sizes of the Hudson Album.



Renaissance Albums are handmade and printed in New York by a family owned company who have been creating these beautiful albums for over 30 years. With many classic and modern album styles to choose from, Renaissance continues to be a leader in custom professional album production.

We work closely with Renaissance Albums to make sure every one of your albums is perfect so you can present your best work to your client. We take care of all the hassle so all you have to do is create stunning work.



For more information or to set up an appointment to view our sample albums, please contact albums@beauphoto.com

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- ✓ Develop Your Social Media Strategy
- ✓ Have A 30 Day Marketing Content Plan

www.businessofcreativity.ca/grow

NO RISK REGISTRATION - PROGRAM STARTS MARCH 10, 2021

FEBRUARY

WEEKLY

10 & 23

22

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