



January 2021 Newsletter


BEAU
PHOTO

Fujinon XF 23mm f/1.4 R - Nanlite Forza 200 LED lights - Organize with a new Peak Design pouch - Soon in Rentals! Canon EOS R5 and Nikon Z7II - A new inkjet paper from Hahnemuhle - Nice little point-and-shoot film cameras - Looking for a Hasselblad 501C? Find one here! - more...

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**Happy
New Year!**

Thank you all again for your continued support throughout the past year. We know there are many options for purchasing your photo gear and we sincerely appreciate that you choose us. We look forward to seeing you in the new year and hope that it brings both happiness and prosperity to all!

A New Year, A New Look!

Out with the old and in with the new!

I'm sure most of you are happy to leave 2020 behind and look forward to a new year, new adventures, and now, a new Beau newsletter! We've had the same design for quite a few years now so what better time to change things up a little. Don't worry, it will still be filled with reviews on the latest equipment, interesting information on everything analogue, announcements about upcoming events (they will return this year we're sure), and of course, great photos. It will be a little different however, with more links to blog posts with extra details, more photos with reviews, more shooting tips and ideas, and more photos just because! All of this in an easy to read format that should also display on your phone better. Let us know what you think, or if there is a topic you would like us to explore, we're happy to write about it.

Digital Mike M.

Lens Reviews

Fujinon XF 23mm f/1.4 R

One thing I've decided, is to try and feature a brief review of a different lens, camera body or other item every month. For items I currently own, or have owned recently, such as Fujifilm and Nikon gear, I will draw upon my existing experience and images for a sample gallery and review. For other items, such as those from Canon, Sony, Sigma and so on, I will either borrow from our rental pool, or try and borrow from a company rep. and then head down to Granville Island for some testing, a location with lots of diverse subject matter that I've used many times over the years.

This month, let me start with a Fujinon XF 23mm f/1.4 R. This is one of Fujifilm's first fast primes, equivalent to a 35mm focal length in full-frame terms, and optically it is superb. It has a focus collar/clutch that you can pull back to engage manual focus, and you even have a traditional depth-of-field scale on the lens for reference. Being one of Fujifilm's older designs however, it does not incorporate weather resistance (WR) like the later XF 16mm f/1.4R WR did, and most of their newer lenses, however it has very solid and confidence inspiring build-quality. The XF 23mm f/1.4 is almost completely corrected optically with essentially zero barrel distortion and almost no chromatic aberration, so it basically does not require any software lens corrections.



Fujifilm X-E2
XF 23mm f1.4R
f5.6, 3.7 sec
ISO 200



Fujifilm X-E1, XF 23mm f1.4R, f1.4, 1/45 sec. ISO 1600

The XF 23mm f/1.4 also gives nice out-of-focus highlights, with near circular rendering to f/2. The bokeh is quite pleasing, nice and smooth, with only a hint of green bokeh fringing behind the subject and a hint of magenta in front. This type of fringing is rather common with fast primes and, for example, even the brand new XF 50mm f/1.0 shows some of this. The 23mm f/1.4 is sharp in the center, even wide open, and once you stop it down to f/4 or so, you get fantastically sharp results from corner to corner. Image corners are decent, but not spectacular, wide open at f/1.4, but they improve to very good levels by the time you hit f/2.8 and peak at f/5.6. I have compared this lens directly to various 35mm f/1.4 full-frame lenses from other brands, and it beats most for overall sharpness, overall optical correction and corner image quality, especially when focused at infinity.



Fujifilm X-E2, XF 23mm f1.4R, f2.8, 1/2900 sec. ISO 400

This lens is great for candid shots, street photography, or being able to isolate your subject from the background with wider f-stops at closer distances. For many, this focal length is ideal and ends up being one that is always in the camera bag. A 23mm prime is my own most used lens too these days, I'd say.



How does it compare to its little sister Fujinon, the [XF 23mm f/2](#)? Well, the 23mm f/2 is also a stunningly good lens to be honest, is weather sealed and much less expensive (only \$599). If you usually shoot stopped down for maximum depth of field, for landscape work as an example, there is essentially no reason to get the f/1.4. However if you do environmental portraits where you want a wider shot with some background blur, then the f/1.4 is definitely the one to get. It also has smoother bokeh than the

23mm f/2, and an extra stop wide open means better subject isolation as well. Lastly, autofocus in low light is improved since the camera has a whole stop more light to work with compared to the f/2. I own both the f/2 and the f/1.4, and for most daytime landscape work, to be honest I am now using the smaller, lighter f/2, but when the light levels drop, or I want a shallower DOF, then the f/1.4 gets put on my camera!

Check out more images from the [XF 23mm f/1.4](#) in the [gallery on our website](#).

The [Fujinon XF 23mm f/1.4 R](#) is presently on sale for \$1025 (normally \$1,199), but only until January 4th!



Fujifilm X-Pro2, XF 23mm f1.4R, f8, 1/600 sec. ISO 200



Photo © Heidi Browne

FUJIFILM
X | GFX



**DPREVIEW
AWARDS 2020**



TAKE CONTROL
OF YOUR STYLE
INTRODUCING **X-S10**

WINNER: BEST ENTRY-LEVEL ILC

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X-S10 bodies and kits now in stock!

BUY NOW

Lighting and Studio

Ken S.

What's new for 2021?

A new light! We recently received our first shipment of the Forza 200's from Nanlite. The Forza 200 is a monolight style LED, engineered to give maximum output with a minimal footprint. The Forza 200 will fall into the category of those who need a bit more power but don't want to make the jump to the Nanlite Forza 300. We've had the Forza 300 for a while and are very happy with the construction and the quality of light, but when the Forza 200 was announced we felt this would be a great size and price for many photographers and videographers. With a light head weighing only 4 lbs, the Forza 200 employs a COB LED module and a precision-engineered reflector to emit 37540 Lux of 5600K daylight-balanced light at 1 meter, all while maintaining a high CRI/TLCI of 98/97, ensuring accurate color rendition. Find more details on the Nanlight Forza 200 on our website -

<https://www.beauphoto.com/product/nanlite-forza-200-led-light/>



A few specs on the Forza 200:

Light shaper mount: Bowens Style

Color Temp: 5600K

Dimming: 0-100%

Lumen Output 5600K: 21460 Lumens

Power Source: 48V DC

Battery:

14.4V-14.8V/12A Sony V-mount battery (120W output) - 90mins

26V/12A Sony V-mount battery (200W output) - 60mins

Nanlite Forza 200 - \$1099.95

Includes: Nanlite Forza 200 head, battery adapter, 55 degree reflector, COB protective cap, light stand clamp, head cable, power cord, AC adapter, carry case



Z7 II



Z7 II now in stock!

BUY NOW

Accessories

Meghan S.

New! Peak Design Tech Pouch - \$79.95

Get yourself organised in the new year! These great pouches hold so much that it's kind of hard to believe! It is full of pockets for all your memory cards, batteries, cords, film, phone, keys, wallet, e-reader, small camera, hand sanitizer....you name it! I have gotten all of those things in there at once even (and more!). It is a small but mighty case and with an exterior shell made of waterproof 200D recycled nylon canvas so it will also stand up to everyday wear and all the Canadian winter elements. The Tech Pouch is meant to be a bag that you throw in another bag to keep organized and it certainly is great for that, but I also use mine every day as a purse/small camera bag! It does not come with a shoulder



strap (if you are going to use it for this purpose) but it has so many attachment points that you can easily put any strap on it and turn it into an everyday bag - especially the easily interchangeable Peak Design straps with their handy Anchor Links!



We now have the Tech Pouch in Charcoal or Midnight Blue.

\$79.95 + tax

Find it in store and online!

www.beauphoto.com/product/peak-design-tech-pouch/

Rentals

Jason K.

New in Rentals, January 2021

At long last, we will soon have a **Canon EOS R5** mirrorless body in our rental pool along with a selection of lenses.



The Canon EOS R5 will rent for \$225/day.

Some main features of the R5 are:

- 45 megapixel full frame sensor
- In body image stabilization
- 12 fps mechanical shutter, 20 fps electronic shutter
- Eye/face/head detection for people & animals
- 8K 12 bit RAW video @ 30 fps, 4K up to 120fps

We have also recently received a new **Nikon Z7II** mirrorless body. We have a selection of Nikon Z lenses as well as an FTZ adapter so you can use your existing F mount lenses.

The Z7II rents for \$200/day.

Some highlights of the Z7II are:

- 45.7 megapixel full frame sensor
- In body image stabilization
- 10 fps mechanical shutter,
- Eye/face detection for people & animals (dogs and cats or similar)
- up to 4K 60fps video



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.

SIGMA

NEW YEAR **SALES** EVENT

START FRESH WITH NEW SAVINGS ON SIGMA LENSES



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Select Sigma Lenses are on sale
now online and in store at Beau Photo!
On sale through January.

Digital Printing Hunter W.

New Hahnemühle FineArt Baryta Satin Paper

This year a number of popular inkjet papers were discontinued due to a paper stock no longer being available. Unfortunately [Hahnemühle's Photo Silk Baryta 310gsm](#), one of our printing station papers, and the most popular paper was among these. When we heard this was happening we ordered what we could of the Photo Silk Baryta to stock up but this will not last long. If you enjoy this paper, we do have a few packs left in 8.5x11, 11x17, 13x19, and 17x22 but this is your last chance to get it. Once it's gone, it's gone!

This being one of the papers we offer at our printing station, we needed a new paper to take Photo Silk Baryta's place. To find the replacement, we went through Hahnemühle's FineArt Glossy lineup and compared each paper side-by-side. Each of these papers is made from 100% cotton or pure alpha cellulose, acid and lignin-free, and ISO9706 compliant / museum quality for a high age resistance. After some discussion, we have chosen [Hahnemühle FineArt Baryta Satin 300gsm](#) as our new printing station paper. FineArt Baryta Satin has a slightly warm base





FineArt Baryta Satin close-up

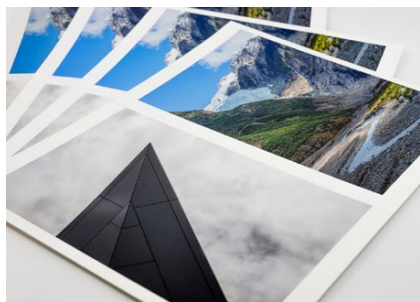


Photo Silk Baryta close-up

Zoom in this page to see more detail. The difference is visible when looking closely at the paper but is not very noticeable when at a proper viewing distance.

with minimal texture. Photo Silk Baryta's texture had a very uniform look to me, whereas the texture of FineArt Baryta Satin, while subtle, has more variety in it making it more noticeable to a keen eye. The satin-gloss coating is enough to offer rich blacks and good saturation but not quite so glossy as to hide the image when you catch a bright reflection. Contrast, saturation, and range of these papers is very similar; however, the Photo Silk Baryta seems to have just a bit more saturation and contrast to it. Keep in mind that these images are completely unchanged between papers so with just a very minimal amount of editing you should be able to achieve the same look.

Not that you often look at the back of your prints, but the FineArt Baryta Satin has smooth matte paper texture to it where as the Photo Silk Baryta has a plastic-like feel to it. FineArt Baryta Satin is a great all purpose inkjet paper and we are pleased to be bringing it in over the next few months as we transition away from Photo Silk Baryta. If you have any questions about this paper, or any other paper, please get in touch with us!



We have samples of Hahnemühle paper in the shop for you to feel and closely inspect when you are choosing a paper. If you would like to read more about our decision process in selecting a new paper and discover a few other recommendations we found along the way, check out our blog post. <https://www.beauphoto.com/a-new-printing-station-paper/>

All Analogue

Nicole L.D.

Ring in the new year with a point and shoot, perfect for all the solitary activities you'll be doing for the rest of this winter, things like chillin' at home, hiking up a mountain, biking around your neighbourhood and much more!

We have quite the variety! Here are just a few newly arrived cameras to choose from...

Kodak K12 35VR - \$75 - with its radical gull wing door style on/off front flap. This camera has a 35mm f2.8 Ektar lens, perfect for all your retro future camera needs!



Fuji Natura Classica - \$675 - perfect for the photographer who is looking to learn Kanji, because this Japanese market only camera has found its way here! This camera is a sharp little shooter with a wide 28-56mm f2.5-5.4 lens.





Pentax Espio 928M - \$130 - in like new condition. This camera has a wide to tele 28-90mm lens, great for capturing the precious moments spent indoors with your cat or outside shooting your friends from a distance!

Random Analogue Thoughts

Mustafa S.



The Hasselblad 501C

I'd be lying if I tell you that I don't care for Hasselblads. Except I kinda want this particular 501C that just came in to the store for sale with that nice Carl Zeiss 80mm 2.8 Planar. But alas, my bank account isn't big enough to be making expensive impulse purchases like this one. Having played with the famous 500/C and 500/CM before, I thought that they were way too complicated and cumbersome to be of any convenience in

use. But now that I've fiddled with this one.....I have to say, I'm impressed. I'm more than impressed. Dare I say, it's better than the Mamiyas and Pentaxes in use.

Short history lesson: The 501C is part of the Hasselblad V-System lineage, of which there are six distinct lines. The first and most well known of them is the 500



series, the last of which, the 503CW, was only discontinued in 2013. The main changes over the years were the expansion of the modular possibilities, with more interchangeable mirrors and winders, and even meters. The lenses were all made by Carl Zeiss, with improvements in coatings over the years. Carl Zeiss, as you probably know, is synonymous with optics that makes people go “wow!” or “damn!” or “ouch, that’s sharp!”.

So what makes the 501C so different from the 500C and 500C/M? There’s the standard, much brighter matte screen. You can replace the older screens in the 500C/M (you can’t on the 500C) with the matte screen, but the 501C comes with it already. Its incredible in its clarity. Then there is the shutter release button. It is so much more ergonomic, and there is no fiddling when it comes to attaching the back to the body, as the body immediately recognizes where the back is in regards to the exposure counter as it locks the shutter automatically when it reaches the end. It even has little rubber feet for it to sit on so it doesn’t slide around on a flat surface. Of course, you can’t change the winder like you could on the 500C/M or the 501C/M. It is a full manual camera with no meter, and that’s it. And of course,



it only comes in black. I always thought that the older, chrome only bodies were a bit to flashy and old fashioned, so this is more subtle. And the user experience! Everything feels and sounds like an old mechanical clock, its so damn satisfying!

But it comes with the Hasselblad tax. **The price of the camera is \$2600. It comes with a prism as well as the waist level finder. It has an 80mm 2.8 Planar lens on it and the A12 back.** If you can swing it, you should definitely buy it but if you can’t, well come stare at it through glass and maybe we’ll even let you touch it, provided you’ve sanitized your hands.

See it on our website - <https://www.beauphoto.com/product/used-hasselblad-501c-body-black-w-zeiss-planar-t-80mm-f2-8-lens-clad/>

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.



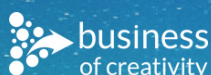
Renaissance Albums are handmade and printed in New York by a family owned company who have been creating these beautiful albums for over 30 years. With many classic and modern album styles to choose from, Renaissance continues to be a leader in custom professional album production.

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

You're already great at photography.
It's time to be great at business and marketing too.



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 www.facebook.com/groups/thebusinessofcreativity

JANUARY

05

Coaching For Creatives: 3 Main Styles of Marketing Messages

Live every Tuesday in the Facebook Group at 2pm (pt) - FREE

8&9

Pricing For Creatives - Intensive Masterclass

2 day live delivered: www.businessofcreativity.ca/pricing-for-creatives

12

Coaching For Creatives: 3 Things To Know About Pricing

Live every Tuesday in the Facebook Group at 2pm (pt) - FREE

16

Focus. Clarity. Action. - A Transformed Way of Setting Goals

2 hour live workshop: www.businessofcreativity.ca/focus-clarity-action

26

Coaching For Creatives: Being Consistent, Why It Matters

Live every Tuesday in the Facebook Group at 2pm (pt) - FREE

27

Marketing Confidence For Creatives

8 week live program: www.businessofcreativity.ca/marketing-confidence

FEBRUARY

02

Coaching For Creatives: The Benefit of Constraint

Live every Tuesday in the Facebook Group at 2pm (pt) - FREE

09

Coaching For Creatives: Separating Self Worth From Net Worth

Live every Tuesday in the Facebook Group at 2pm (pt) - FREE

11

Freelancer Framework

4 week live program: www.businessofcreativity.ca/freelancer-framework

A series of short articles to both protect and grow your business through insurance and tax strategies.

Free Government money!

Hey it is approaching time when the overfed bearded man in red takes to the skies and spreads good cheer. You in the creative space may not be feeling extremely giving due to the disruption of business during the pandemic. Never fear! The provincial government is spreading good cheer to families to the tune of \$1000 and individuals can get \$500 available December 18th or after. Maybe there is a place under the tree that could be filled with a new lens? Wink Wink! It is somewhat means tested and almost the only requirement is you can fog a mirror and you did your taxes in 2019. I am sure you do not want to end up on the CRA's naughty list do you? Our tax preparers can help with that and get you the money you are entitled to receive. That includes Child tax Benefit and GST as well.

Here is the link to apply:

<https://www2.gov.bc.ca/gov/content/economic-recovery/recovery-benefit>

If you want help getting this done, join the Dollar Tax Club. Great tax and financial advice, discounts on tax and accounting services and a free 10 year tax review. For every new member (cost of \$1) we donate \$3 to the food bank to help feed those in need. Do it now!

<https://mrinsurance.krtra.com/t/1RypsxUJqQ9c>

Hey, I am still in the spirit to give! During the last year, we at MrTaxes.ca helped 125 companies apply for the Canada Covid benefits such as the CERB which has been upgraded to \$60,000 of which \$20,000 is forgivable.

<https://www.canada.ca/en/department-finance/economic-response-plan.html#businesses>

In addition we are currently working with a number of companies to formulate a recovery plan if they are affected by COVID. This is a grant that we have been appointed by the BC government to advise businesses.

Here is the link:

<https://www2.gov.bc.ca/gov/content/economic-recovery/business-recovery-grant>

Now I feel like Christmas!

We at MrTaxes.ca and MrInsurance.ca wish you a happy and healthy Holiday season!

Brent Edwardson is a licensed life insurance broker heading up the MrInsurance.ca brokerage based in New Westminster, BC.. As part of the MrTaxes.ca integrated financial services firm, we have Insurance, Accounting, Investment and Legal specialists all under one roof. Brent formerly ran a successful photography business, headed up a national photography association (PPOC) and helped professional photographers with business development. Now an insurance broker for the better part of a decade- he knows your industry and can help with the challenges you face as an visual entrepreneur.

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