

May 2022 Newsletter



The sun is out, which means it's perfect for making cyanotypes! We have [cyanotype kits](#) available in store and online so you can make your own. We will be putting on some cyanotype workshops this summer so watch the newsletter and our social media to find out when, and to register!

BEAU
PHOTO

Citation of Service Award for Angie - Geotagging Images in Lightroom
Tripods for Traveling - Long Lenses for Birding Available in Rentals - Kodak Gold 200 in 120 Format - 110 Cameras - Retro Digital Cameras - Control Mold in your Camera Bags and Cases - more...

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Beau Photo



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Closer

An exhibition that takes a closer look at what's around us and what's important to us in these precarious times.

See the Exhibition -
April 21st to May 26th
Beau Photo Gallery Space

Or online -
www.beauphoto.com/closer

During these last two years, we have become very familiar with our immediate surroundings, and with having to stay put and make our circle of contacts smaller. This has caused many of us to think deeply about what is important, and what and who we would like to keep close. It's also given us a lot of time to look more closely at our surroundings and appreciate the details and viewpoints that make them interesting.

This exhibition brings together works by people who participated in an in-person photo walk this spring. The walk itself brought people closer, and in the process, new connections were made that may not have happened in a virtual space. The images from the walk depict a sense of being aware of our surroundings as well as an appreciation of the details that are often overlooked. They reflect the range of observations and feelings of the photographers who created them.

Show us what you are close to, or might be taking a closer look at, and post to Instagram with the hashtag #beaucloser2022

Thank you to Ilford Photo who donated film for the photo walk the and paper that the images are printed on, and to Rocket Repro who processed and scanned the film. We appreciate your support!



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CAPTURE
PHOTOGRAPHY FESTIVAL



ANGIE APOSTOLIDES

A portrait of Angie in the "In Focus" magazine from the 1960s. In Focus was a Professional Photographers of British Columbia publication.

National Citation for Service Awarded to Angie Apostolides

The Professional Photographers of Canada, BC and the Professional Photographers of Canada, National were honoured to present Evangelos Apostolides lovingly known as Angie the National Citation of Service Award this year. Carol, along with the wonderful staff of Beau Photo received the award on behalf of Angie, and it was incredibly heartwarming to hear how much of a legacy Angie has left with his staff at Beau, his customers, and the photographic community.

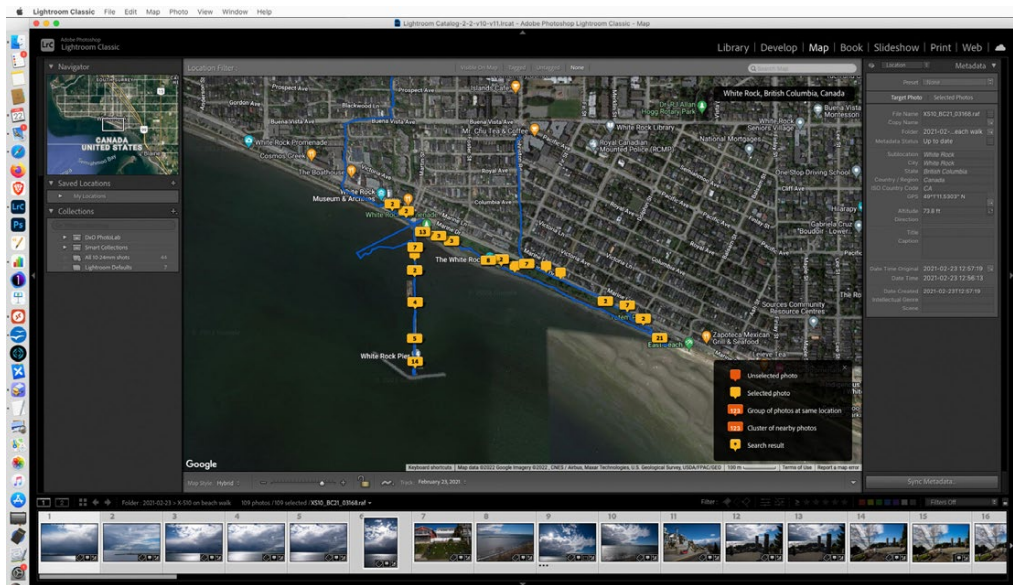
Angie, born on July 1, 1932 in Greece, emigrated to Canada at 19 years of age. He worked his way in the photographic industry until he finally created Beau Photo Supplies to see a supply store that served the professional photographer the way he wanted to be served. The legacy of his philosophy is carried out by the staff at Beau Photo even today. The National Citation for Service expresses sincere appreciation for services generously given to the Association and to the profession. This award may be presented to a company or an individual who, over a number of years, has rendered outstanding service to PPOC for the advancement of professional photography.

You can catch a recording of the presentation by clicking the link in the bio or here <https://vimeo.com/701326769/a3addf88b7>



Digital Mike M.

Geotagging Images in Adobe Lightroom



I recently have had a number of questions regarding geotagging of images that you shoot. Image geotagging refers to attaching GPS coordinates (longitude, latitude and even altitude or direction sometimes) to an image's EXIF data, so that at a later date you can see exactly where you took those photos. It is most convenient when it happens automatically in-camera, and the majority of smartphones do this these days of course, but most higher end camera bodies do not include this feature built-in, despite the fact that GPS chipsets are quite inexpensive. You either need to buy a GPS add-on module of some sort, pair your phone with the camera so the camera can get your location data from the phone, or you can synchronize your photos with a GPS tracklog after the fact. This tracklog synchronization is what I will be covering in this tutorial, and I will be using Adobe Lightroom Classic to do this.

One query I recently had, was from someone trying to purchase a Nikon GP-1A, which is a GPS accessory that attaches to a Nikon DSLR's hot-shoe and attaches to either the 10-pin connector on the pro bodies or a USB connector on others. When the camera switches on, so does the GPS module. When you take a photo, images are automatically geotagged, which is rather convenient. I had one of these back when I was shooting with a D800, and while it worked well, it made the camera

bulkier and awkward to insert and remove from my camera bag.

While many people may not care about having photos with attached geolocation data, personally I like publishing galleries with this data, so you can click an icon to open the photo's location in Google maps, since it can help other people viewing my images to find out where my shots were taken. Heck, years later, even I can forget where certain landscape photos I've shot were taken, if they weren't at an iconic or easy to identify location.

Since my cameras do not have a built-in GPS, and I don't use any sort of smartphone Bluetooth connection for geotagging (too glitchy), I currently use an Apple Watch Series 6 with its built-in GPS to record my daily tracklogs, the places I've walked or hiked to when taking photos. Previously, I used various Garmin hiking or fitness watches, including the original Fenix, then an Epix, then briefly to an Apple Watch Series 3 (marginal battery life), and then another Garmin, a Fenix 5 Plus. After having major reliability issues with two different Fenix 5 Plus watches, I went back to an Apple Watch, the Series 6, in fall of 2020, and it has worked extremely well for me since. While the process of geotagging which I am about to describe may sound like a bit of a pain to do, honestly it is quick and easy once you're used to it!

First off, you need a GPS enabled watch, a handheld GPS unit, or a smartphone plus an app that allows for accurate tracklog recording of your location throughout the day. Whichever device you use, you also need to be able to export a GPX file to your computer, so you can load that into Lightroom and sync the location to your photos. A GPX file is basically a formatted text file that contains all of the recorded location points, longitude, latitude and sometimes even altitude.

There is a blog posting on our website which goes into this process in great detail, with screenshots from my watch, phone and Lightroom, but in this newsletter I am only going to broadly describe the procedure. Please refer to my posting here for the fully detailed tutorial!

<http://www.beauphoto.com/geotagging-images-in-adobe-lightroom>

So in brief, this is what I do...

- 1) In the morning, on each day of shooting, I enable my watch's GPS tracklog recording. Once it seems to have a solid GPS lock, I then photograph the watch face, showing the current time to the second. This is a GPS time reference I shoot once every day. To record the tracklogs, for my Apple Watch I use a program called WorkOutDoors. It provides high-res topo and trail maps (map data can

be downloaded directly to the watch), as well as detailed fitness metrics and of course allows for tracklog recording and export of GPX files, the format needed by Lightroom Classic to geotag images.

2) Whenever I am shooting, I make sure my watch is recording, so I have a tracklog that coincides with all of my photos. I pause and resume this recording throughout the day on a road-trip for example, to save on storage and battery life, but if I am going on a longer hike or walk, I'll leave it running for the duration.

3) At the end of the day, when I download my photos to the computer, I also export the GPX tracklog to my computer from the companion app in my iPhone. Back when I was using the Garmin watches, I would connect them to my computer via USB and download the tracklogs that way. If you have a different smartwatch or Android phone, the procedure might be a little different, but as long as the watch or phone can record a tracklog and export that as a GPX file, they should work just fine.

4) I import my photos as always in Adobe Lightroom Classic. After highlighting the images downloaded that day, I position the highlight on the watch-face image from the morning and use Lightroom's "Edit Capture Time" feature. I enter in the time that shows on the watch face photo and this function will then adjust each image by the required amount to compensate for the offset in the camera's internal clock compared to GPS time.

5) In Lightroom's Map module, I then import the GPX track (or tracks) from the day, highlight all the images and then run "Auto-tag Selected Photos". Lightroom will retrieve location data from the GPX file for each shot taken that day, referring to each photo's edited capture time to figure out where on the tracklog the photo belongs, and automatically add this data into the EXIF data. A full day of shooting (many hundreds of images) only takes a few seconds to process. That's it!

Again, for fully detailed steps of how to do this (with screenshots), see the blog posting linked to above! Also, I have an example gallery which goes along with the full article, and the latter part of the gallery (photo 66 and onward) all are geotagged. Just click the globe icon at the upper left of each thumbnail for an example of how I use geotagging!

http://www.sublimephoto.com/exhibit/2021/0119-white_rock_wander/



New, extremely high quality Fujinon prime lenses are ready for a high megapixel future!

All with exceptional build quality, AF speed, weather resistance and optical performance. Choose your focal length... or buy all three!



XF 18mm f/1.4 R LM WR

\$1,275



XF 23mm f/1.4 R LM WR

\$1,125



XF 33mm f/1.4 R LM WR

\$1,000

Find the latest Fujinon primes in stock at Beau Photo today!

Nikon Rebates

Nikon has kicked in a bunch of fantastic rebates for May, running from April 29th to May 26th. Check out some of these savings on pro bodies and lenses, many as good or even better than we had for Boxing Week!

AF-S 500mm f/5.6E PF VR - \$4,299 (reg. \$4,699)

AF-S 14-24mm f/2.8G - \$1,799 (reg. \$2,199)

AF-S 24-70mm f/2.8E VR - \$2,099 (reg. \$2,599)

AF-S 70-200mm f/2.8E FL VR - \$2,499 (reg. \$2,899)

AF-S 200-500mm f/5.6E VR - \$1,449 (reg. \$1,749)



D850 Body - \$3,299 (reg. \$3,899)



Z7 II Kit w/24-70mm f/4 - \$4,599
(reg. \$4,799)

Z7 II Body - \$3,799 (reg. \$3,999)

Z5 Body - \$1,599 (reg. \$1,799)

Z5 Kit w/24-50mm - \$1,999 (reg. \$2,199)

FTZ II Adapter - \$199 (reg. \$329)

- Save \$130 when bundled with any Z-series body

Nikkor Z 20mm f/1.8 S - \$1,299 (reg. \$1,399)

Nikkor Z 24mm f/1.8 S - \$1,199 (reg. \$1,299)

Nikkor Z 35mm f/1.8 S - \$949 (reg. \$1,099)

Nikkor Z 50mm f/1.2 S - \$2,599 (reg. \$2,799)

Nikkor Z 50mm f/1.8 S - \$649 (reg. \$799)

Nikkor Z MC 50mm f/2.8 Macro - \$799 (reg. \$879)

Nikkor Z 85mm f/1.8 S - \$949 (reg. \$1,049)

Nikkor Z MC 105mm f/2.8 - \$1,199 (reg. \$1,349)

Nikkor Z 14-24mm f/2.8 S - \$2,999 (reg. \$3,199)

Nikkor Z 14-30mm f/4 S - \$1,499 (reg. \$1,699)

Nikkor Z 24-200mm f/4-6.3 VR - \$1,099 (reg. \$1,199)

Nikkor Z 70-200mm f/2.8 S - \$3,199 (reg. \$3,399)



Nikkor Z 24-70mm f/2.8 S - \$2,599
(reg. \$2,999)

Capture *the Savings*
Sales Event



SAVE **up to \$600**



SAVE BIG on Nikon
bodies and lenses!

from April 29th to
May 26th, 2022



Nikon

**NIKKOR
LENSES**
Sales Event

SAVE **up to \$500**

Nikkor Z 24-70mm f/4S - \$800 (reg. \$1,299)
- Save \$499 when bought with Z5 body only

Canon Rebates

Canon has some new rebates that started on April 29th and are running until May 19th and the interesting ones are as follows...

EOS 6D Mark II Body - \$1,799 (reg. \$1,899)

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

EF 50mm f/1.8 STM - \$149 (reg. \$169)

EF 70-200mm f/2.8L IS III - \$2,699 (reg. \$2,799)

EOS R5 Body - \$5,099 (reg. \$5,299)

EOS R6 Body - \$3,149 (reg. \$3,199)

EOS R Body - \$2,099 (reg. \$2,399)

EOS RP Body - \$1,249 (reg. \$1,299)



EOS R5 Body - \$5,099 (reg. \$5,299)

RF 35mm f/1.8 Macro IS - \$599 (reg. \$649)

RF 50mm f/1.8 STM - \$249 (reg. \$269)

RF 85mm f/2 Macro IS - \$799 (reg. \$849)

RF 600mm f/11 IS - \$1,049 (reg. \$1,099)

RF 800mm f/11 IS - \$1,349 (reg. \$1,399)

RF 14-35mm f/4L IS - \$2,199 (reg. \$2,249)

RF 70-200mm f/4L IS - \$2,349 (reg. \$2,399)

RF 100-500mm f/4.5-7.1L IS - \$3,799 (reg. \$3,899)



RF 100mm f/2.8L
Macro IS - \$1,749
(reg. \$1,849)

Sony

While there aren't many rebates on Sony Alpha lenses and bodies, there is one... the **Sony FE 24-70mm f/2.8 G Master** zoom is on sale until May 26th for \$2,699 (reg. \$2,899), and for good reason too: Sony just announced its replacement!



The new FE 24-70mm f/2.8 G Master II zoom lens will start shipping on June 24th, 2022 at \$2,999. It's smaller, lighter and sharper than its predecessor. The new lens also features reduced focus breathing for video, as well as an aperture ring for those who love controlling the f-stop on the lens itself. Watch for more information coming soon. Contact us if you'd like to pre-order this new lens!



Canon

LEVEL UP
SALES EVENT

April 29 to May 19, 2022

**CANADA'S #1
CAMERA BRAND***

Save on numerous
Canon EOS bodies
as well as EF and
RF lenses!

EOS R5 Body
WAS \$5,299

NOW \$5,099



Lighting and Studio

Ken S.

Tripods for Travel

As summer rapidly approaches - yes sun, we see you behind all those clouds - and we start again to think of hiking and traveling to locales more exotic than Victoria, you may be thinking of purchasing a new travel tripod. But what about the cost? You may have over-spent your budget on a comfortable pair of walking shoes or a fancy new pair of culottes for strolling through Europe. Well, Sirui has a couple of budget priced carbon fiber tripods to fit the budget of every fashionista.

Sirui Traveler 5C

The Traveler 5C is a 5 section tripod made with carbon fiber that is lightweight and sturdy. The reversible leg/fold-up design allows the 5C to reduce its packed size to a mere 330mm or 13 inches long, allowing it to easily fit in most backpacks. The center column adjusts easily with a quick turn twist of the centre lock. When the centre column is removed you can set the legs to your desired height and achieve an ultra low angle or close-up photograph. The smooth movements of the ball head allow for striking panoramas.

Min. Height - 16/6.3 (cm/inches)

Max. Height - 13.8 /54.3 (cm/inches)

Retracted Height - 61.5/24.2 (cm/inches)

Folded Height - 33/13 (cm/inches)

Weight - 0.85/1.87 (kg/lbs)

Max. Load - 4/8.8 (kg/lbs)

Sirui Traveler 5C tripod - \$169.95



See more about this tripod on our website -

<https://www.beauphoto.com/product/sirui-traveler-5c-carbon-fiber-travel-tripod/>

Sirui Traveler 7C Carbon-fiber Travel Tripod

The big brother to the Traveler 5C, the Traveler 7C is designed to carry more weight and is a taller tripod, but not at the expense of being unwieldy. The Traveler 7C provides excellence in performance and functionality, and is still compact enough to fit in most backpacks or suitcases. The 4 section reversible leg/ fold-up design allows the 7C to reduce its packed size to a mere 330mm or 13 inches long.

The adjustable center column allows you to quickly adjust to different working heights when the need arises, when shooting indoors or out. Reverse the center column for macro or low-angle shots.

The Traveler 7C easily allows you to convert it from a tripod to a monopod because of its detachable leg feature, allowing you to track a moving object, even on rugged terrain.

Min. Height - 48/18.9 (cm/inches)

Max. Height - 166.5/65.55 (cm/inches)

Retracted Height - 63.5/25 (cm/inches)

Folded Height - 48/18.9 (cm/inches)

Weight - 1.57/3.46 (kg/lbs)

Max. Load - 8/17.6 (kg/lbs)



SIRUI Traveler 7C Carbon-fiber Travel Tripod - \$218.95

Find out more about this tripod or purchase online -

<https://www.beauphoto.com/product/sirui-traveler-7c-carbon-fiber-tripod/>

Featured Profoto Product



The new Profoto Clic Softbox 2' Octa generates a soft and flattering light ideal for close-up portraits, flat-lay, and still life/product photography with the Profoto A-range flashes. It is ideal for shooting on the go when you are on-location. It is light and portable, has a quick fold/unfold solution, and uses magnets to attach to the flash head. So, with literally just a click - you are ready to shoot.

Profoto OCF Clic Softbox 2' Octa - \$395.00

<https://www.beauphoto.com/product/profoto-clic-softbox-octa/>

Spring Sale On Now



Enabling the capture and sharing
of exceptional content



GITZO

JOBY



Available at Beau Photo

LOSNDALÉ LEATHER X BEAU PHOTO

CAMERA STRAP WORKSHOP



Come join us for a workshop where you'll learn the basics in leather work and make your own custom Camera Strap. Choose from a range of leathers, hardware and details to make them your own.

Workshop is May 26, 2022 at 6:00PM

REGISTER ONLINE:

www.lonsdaleleather.com/collections/workshops

Rentals

Jason K.

Birding with Langara Full Time Students



On Tuesday, April 12, Beau Photo, along with representatives from Nikon Canada & Sony Canada went on a field trip to the George C. Reifel Migratory Bird Sanctuary in Delta with the Langara Full Time Photography Program students. Canon, Nikon and Sony, as well as Beau Photo supplied an assortment of bodies and long telephoto lenses for

the students' use and we all had a grand old time photographing birds and getting used to the big, heavy lenses!

In addition to providing the Langara Photography students with some neat toys, Nikon Canada NPS was kind enough to provide Beau Photo with a one week loan of some neat toys too! We were provided with the new [Z9](#)



[mirrorless camera](#), [Z7II mirrorless camera](#), [Z 70-200mm f2.8](#), [500mm f5.6PF](#) and [Z35mm f1.8 S](#). Jason also got to try out a pre-production sample of the new, as yet to ship [Z 800mm f6.3 PF VR](#) for a day!

Some telephoto lenses we have in our Rental Department are:

- Canon 100-400mm f4.5~f5.6L IS II: \$45/day or Weekend
- Canon 500mm f4L IS: \$140/Day or Weekend
- FujiFilm 100-400mm f4.5~f5.6 R: \$40/day or Weekend
- Nikon 200-500mm f5.6E VR: \$40/Day or Weekend
- Nikon 400mm f2.8VR: \$160/Day or Weekend

Victoria Day May Long Weekend Deal

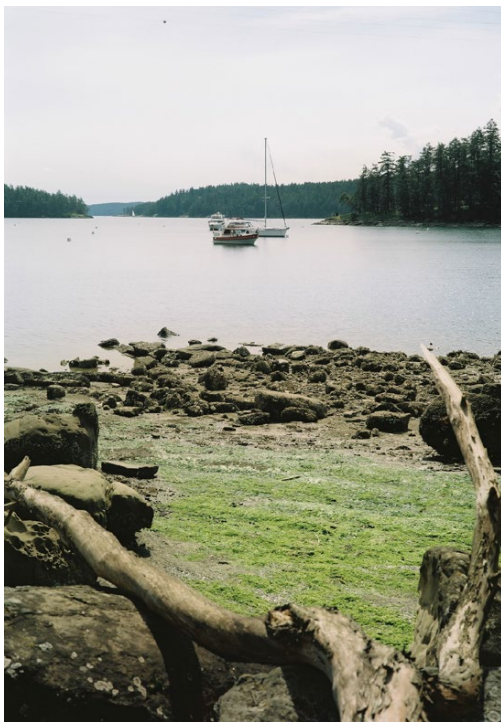
The Victoria Day long weekend is almost upon us, and that means Beau Photo will be closed on Monday, May 23. That means weekend rentals get an extra day's rental for the price of one! Pick up Friday afternoon or on Saturday and return by 1pm on Tuesday, May 24 and just pay for one day!

Random Analogue Thoughts

Mustafa S.

Kodak Gold 200 in 120 format

After popular demand, Kodak finally did it. They have released what is essentially a consumer 120 film stock. Mind you, it's still not the cheapest film stock out there at \$14.86 a roll, but it undercuts their professional film offerings by 25%, which is more than welcome. But why are people so excited, besides the price point?



Kodak Gold 200 film - Photo ©Mustafa

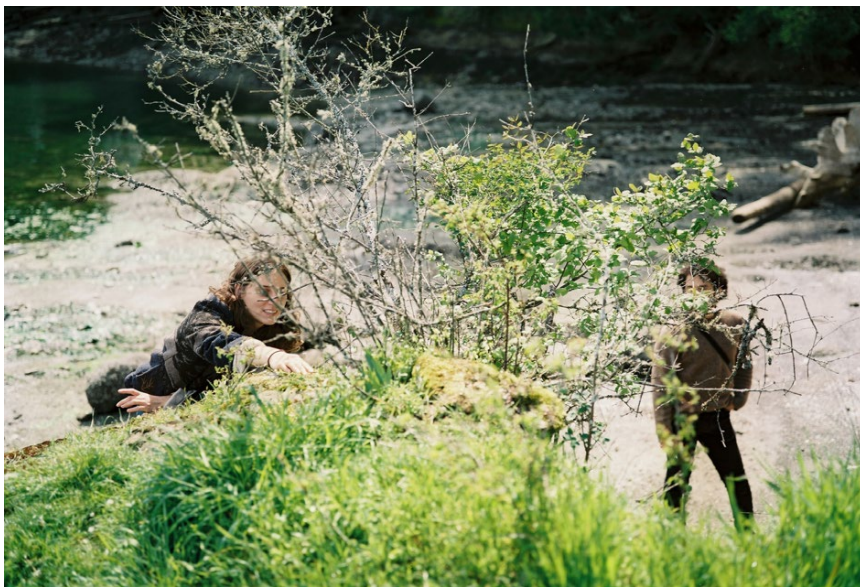
Kodak Gold 200 has always offered something different to Kodak's other stocks, with it producing more warmth and saturation over its professional counterparts. The grain might not be as fine as Ektar or even Portra, but it serves as a unique selling point in itself. For years, many people have loved Gold for how it lends itself to a certain vintage aesthetic.

Kodak Gold has been around in various iterations since the 1980s. In fact, it was available in 120 back in the day, as well as various other formats like 110 and 220. There's been minor changes over the years, and they did make Gold in other film speeds besides 200. But 200 was the one that persevered, and has become a

mainstay of Kodak's consumer line of films. It makes sense that it would be re-released in 120 as Kodak's film lineup has been sorely missing a budget 120 film stock.

Why do people like Gold so much? Perhaps it's the nostalgia factor, as it offers a look reminiscent of the 1980s and 1990s as little of the formula has changed since then. Even the grain structure offers something more pleasing to the eye, in contrast to the much finer grained Portra series. For a lot of people, it elicits memories of their childhood.

Meghan and I each shot a roll of it last week, Meghan in 6x4.5 format and me in 6x9. Here are some of the photos! As you can see, the tones everyone speaks of are evident, especially in the bright colours such as the reds and greens. Perhaps it doesn't handle shadow detail as well, but it still looks surprisingly good!



Kodak Gold 200 film - Photo ©Mustafa



Kodak Gold 200 film - Photos ©Meghan

For \$14.86 per roll, it's 25% cheaper than Portra. It is also great for beginners looking to get more into medium format, so if you are one of those people, why not give it a go?



Kodak Gold 200 film
Photo ©Meghan

Alternative Fixer



If you're one of the many people that develop film at home, you will be familiar with fixer, the last major chemical and second to last step in the process. It's not the most subtle of chemicals, as it elicits a strong smell and may cause irritation if you get some on yourself. It's not the safest either, and it is the only chemical in black and white processing that has to be disposed of in a specific way. This is due to the accumulation of used silver as it repeatedly fixes film.

Flic Film figured this was an issue, and recently came out with an allergen free fixer that omits ammonia and sulphur dioxide. It emits less of an odour, and comes in powder form. If you've been having trouble with itchiness, and develop your own film in a tiny bathroom, you should definitely try it now! At \$9.73 per 1L bag, how can you not? You do still have to properly dispose of this used fixer however as it contains silver!

Accessories Etc.

Meghan S.

110 Cameras and Film!



We have a few adorable 110 cameras in the store on consignment right now and the weather is finally (maybe?) starting to feel a bit more like Spring – a great time to try out a new camera! There is quite the variety of 110 cameras currently, including several of the smallest SLR camera, the Pentax Auto 110. This camera and its baby lenses are so fun to play around with, and as far as a pocket camera, you really can't beat it. You can fit the whole kit in a pocket in fact! We also have a basket full of the more simplistic 110 cameras, most do not include flashes but make for great summer time outdoor adventure cameras. We also have quite a nice Voigtlander 110, which does include a flash that can also be removed.

Here's a closer look at a few of the 110 cameras...

The Voigtlander 110 EL (pictured above) – This little point and shoot style camera is super pocketable and does include a flash. When you take the flash off it makes it super small and fun to take everywhere with you! **\$65.00**



The Pentax Auto 110 – we have two of these in store right now, one includes the body, 24mm f/2.8 and the only lens that didn't come in the original kit, the 70mm f/2.8. It also includes the flash and is going for **\$150.00**, because of the included rarer 70mm.



The second set we have is an almost complete kit, which includes: Pentax Auto 110 body, 24mm f/2.8 lens, 50mm f/2.8, 18mm f/2.8, a full set of filters, hoods, flash, strap, grip and tripod mount extender. (And even the ever elusive body cap!) The full kit is going for \$150.00.



We also have a pair of colourful Concords in store too! These super simple little ones come in a fun neon orange or pink and sell for \$15.00 each.

Lastly, a very cool little 110 is the Kodak Tele-Ektra. This one lets you switch between a wide 22mm f/5.6 lens or a more telephoto 44mm f/5.6, as well as features manual focus. Not to mention it has a sweet silver snake strap! A great deal at \$15.00.

There are quite a few other 110 cameras here in the basket as well! These are just a few highlights.



What about 110 film? We finally got some back in stock – the Lomography color ([Tiger](#)) and the black and white ([Orca](#)). Each sells for \$11.87 + tax. And where can you get that developed you say? Check out [Rocket Repro](#) in Gastown, they can develop, and print or scan your negs for you!

All Analogue (Except when it's retro digital!)

Nicole L.D.

Retro Digital!

Can I be the first to coin the phrase: RETRO Digital Cameras. These RETRO digital cameras are teetering on the brink of falling into the vintage category (items exceeding 20 years of production), and soon perhaps they will gain a following because of their aesthetic - like this recent "film look" that has gained traction. Film hasn't even been "gone" 15 years and people are going nuts for its RETRO appeal! Just picture it! "Pixels" could be the new "grain", chromatic aberration the new bokeh, the must have Nikon Coolpix 990 the new must have Contax T2!

Here at Beau we are seeing more and more of them, making their way here in boxes of old unwanted tech people don't need anymore but still don't want to throw away! The rise in quality of mobile phone cameras has pretty much



Image from the Canon PowerShot. The file could be printed as a 5x7 at 300dpi!

squashed the digital point & shoot market. The question is what do we do with all of them? Up until now I haven't put any out on consignment, however I'm thinking I should start to consider carrying a few of the classics if they find their way to the shop. I was serious about the early digital cameras having a "look", and possibly this will also become desirable as our world gets sharper and sharper.



Canon PowerShot A510 circa 2005 - A whopping 3.2mp, uses an SD card and AA batteries! (not included) Only \$25.00!

The Last Word

Nic L.

Mold?!

Do you like being moist? Does your gear like being moist?

See? That sentence was uncomfortable. Just as uncomfortable as being moist, sticky, and sweaty all at the same time from the months of June to August in our beautiful city of Vancouver. As much as we all love being damp consistently for 3 months out of the year, our cameras and equipment do not.

Firstly, why is mold and fungus bad for your camera and lenses? Fungus grows between the glass elements of your lenses. Fungus and mold also tend to take a toll on rubberized parts – anything from bumpers to seals. It's important to keep your equipment healthy, as once gear is infiltrated by fungus, it will never be as good as it was previously.

High humidity environments for cameras, especially when they are sustained, ALWAYS have a possibility of damaging your lenses and certain parts of your camera bodies. Humidity breeds fungus and mold, and fungal spores travel around within humid environments. Further, this becomes much worse if your gear is not exposed to any airflow. When camera equipment is kept in drawers, cabinets, or even leather cases (and I can't stress the cases point enough), fungus and mold absolutely thrive. According to a few articles I found online, mold and fungus tend to grow at considerable rates once humidity levels are above 60%. In Vancouver and surrounding areas, we average about 70% humidity throughout the year, with levels reaching as high as 80% in the summer months.

It's important that keep your gear in a location with proper airflow and ventilation, or even better, a humidity controlled environment. That's where we come in with a

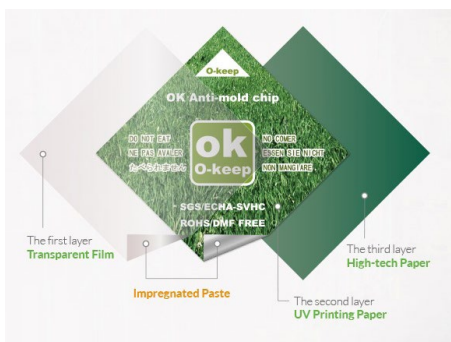
new product we've started carrying – the **OK Anti-Mold Ecochip**.

But Nic, what does the OK Anti-Mold Ecochip actually do?

Protects against fungus? ✓

Protects against mold? ✓

Anti-smell? ✓



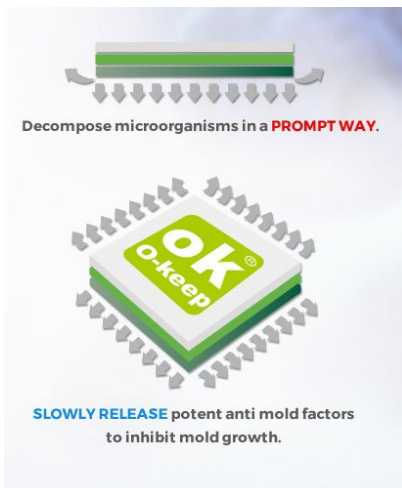
Now here are the details:

The OK Anti-Mold Ecochip is an active molecule, meaning it will actively release anti-mold molecules to protect your gear from becoming moldy. You should note that this chip is preventative, meaning, it will prevent and suppress new growth, not cause existing mold or fungus to rescind. During its active stage – it slowly releases these molecules allowing the chip to be effective between 3-6 months. It's best to use the chip in a contained or airtight space as it will allow for the chip's anti-mold properties to release in an enclosed environment. I understand how this may seem counter-intuitive, especially with everything I've said above, but in order for the chip to work efficiently it must have an ideal environment as well. It is best to make sure your bag and gear are as dry as possible before closing up the bag.

One of the other important properties of this product is its non-toxic and safe fabrication. The biotech research conducted with this Anti-Mold chip led to the chip being made with non-toxic chemicals and environmentally friendly papers. The company ensures that the chip is completely safe to use.

'Well Nic, does the OK Anti-Mold Ecochip smell like anything?' Truth is; yes, it absolutely does smell like something - it smells like a medium between mustard and wasabi. Sure, here at Beau we're not going to lie to you, it's pretty strong at first. We decided to put the chip to the test and we discovered that it does not make cloth or material smell. From what we can deduce, the anti-mold properties of the Ecochip releases a natural plant extract that destroys mold spores, non-harmful and non-residual.

Currently, we're selling 10 OK Anti-Mold Ecochips for \$3! Now that's a wicked deal!



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