



**October Club Meeting - 7:30pm Thursday 8<sup>th</sup>  
at the Canberra Irish Club, 6 Parkinson Street, Weston**

**2009 PROGRAM**

**PRESENTATIONS**

Month	Presentation & Coordinator
October	Travel photography  Bring your own images, (15 max)
November	Photobooks (Claude Morson, Shane Baker)
December	AGM

**EXCURSIONS**

Month	Excursion & Coordinator
Oct	16 <sup>th</sup> -18 <sup>th</sup> October Eden (Giles West)  Open Gardens: 10am Sat. 24 <sup>th</sup> (Pamela Finger's garden)
Nov	Sunset Mt Stromolo  (To be confirmed)

**SPECIAL INTEREST GROUPS**

See end of Newsletter for Photoshop SIG program.

## INDUSTRY NEWS

### SOFTWARE UPDATES

#### ACD SYSTEMS RELEASES ACDSEE PRO 3

ACD Systems has released  the final version of its ACDSee Pro 3 image browsing software, that was previously available for beta testing. It features an improved interface, more online publishing tools and advanced image processing options allowing both non-destructive and pixel-level editing on most file formats. The software is available for a free 30-day trial and for purchase at US \$169.99 via the ACD Systems website.

#### [BREEZE SYSTEMS RELEASES DSLR REMOTE PRO V1.0 FOR MAC](#)

Software maker  Breeze Systems has launched a Mac version of its DSLR Remote Pro software. Version 1.0 for Mac brings the remote control of Canon DSLRs to the Apple platform, allowing users to control focus, shoot time-lapse sequences and display live images from their computers. The software is now available at an introductory price of US \$75.

### EQUIPMENT

#### FUJIFILM BRINGS FINEPIX REAL 3D SYSTEM TO U.S. MARKET

FUJIFILM U.S.A., Inc. announced that the much-anticipated FinePix REAL 3D system will become available in the U.S. today. Introduced globally by FUJIFILM Corporation this summer, the FinePix REAL 3D system is the world's first three dimensional (3D) digital imaging system that captures realistic 3D still photographs and movies\*1; providing 3D images that users can enjoy without special 3D glasses.



“The FinePix REAL 3D system is unlike any other digital imaging product on the market today, and the first real, complete solution for 3D digital photography, putting Fujifilm at the forefront of imaging technology,” said Go Miyazaki, division president, Electronic Imaging Division, Fujifilm U.S.A., Inc. “With the FinePix REAL 3D system, Fujifilm is offering users a totally new experience in both still pictures and movies to capture precious moments just as their eyes see them.”

Also today, Jen-Hsun Huang, president and chief executive officer for NVIDIA® Corporation, declared the FinePix REAL 3D camera “NVIDIA 3D Vision™-Ready” during the company’s GPU Technology Conference in San Jose, California. NVIDIA 3D Vision is a combination of high-tech wireless glasses and advanced software that allows users to view 3D pictures and movies in full HD on a PC, as well as automatically transforms hundreds of PC games into full stereoscopic 3D.

Phil Eisler, general manager of 3D Vision at NVIDIA said, “3D is transforming the entertainment and consumer electronics industries. Until now, consumers had no practical way to create and enjoy their own 3D content. The combination of Fujifilm’s amazing new point-and-shoot camera and NVIDIA’s 3D Vision system will ignite a whole new world of creative self expression.”

“Our joint effort with NVIDIA is a great example of how Fujifilm is already working together with other

companies to expand solutions for 3D imaging," added Miyazaki.

The FinePix REAL 3D system consists of the 3D digital camera, FinePix REAL 3D W1, a 3D digital viewer, FinePix REAL 3D V1, and 3D prints.

### **FinePix REAL 3D W1 Digital Camera**

Featuring the newly developed "FinePix REAL 3D Lens System," the W1 has dual Fujinon lenses that layer together two images. An aluminum die-cast frame protects the 3X optical zoom lenses from vibration and impact for ultimate accuracy. The "RP (Real Photo) Processor 3D" synchronizes data passed to it by the two lenses and two CCD sensors, to determine shooting conditions such as focus, brightness and tonality to instantaneously blend this information into a single symmetrical image for both still photos and movies. The 3D/2D LCD monitor features Fujifilm's own LCD panel, exclusively made for the display of the 3D/2D images on digital cameras, allowing users to see beautiful, natural 3D images with the naked eye. As the camera performs a series of image processing steps automatically, anyone can take 3D photos and movies by just pointing the camera and pressing the shutter button.

Using an "Advanced 3D Mode," the FinePix W1 digital camera also allows the user to adjust the settings to suit the scene being photographed. When using the "Individual Shutter 3D Shooting Mode," the camera shifts to take the second shot after taking the first shot, and saves a single 3D image in the camera manually. This allows the user to edit the 3D images, which is particularly useful for landscape photography, or macro shots, where the 3D effect can be too strong. "Interval 3D Shooting" mode allows further flexibility, making it possible to take two shots from different viewpoints continuously while the photographer is moving, for example by train, airplane, or car...etc., to achieve 3D images of long-distance views.

The FinePix W1 also shoots conventional two-dimensional images. The "Advanced 2D Mode" lets users take two different shots simultaneously by pressing the shutter once. With "Tele/Wide Simultaneous Shooting," it's possible to take a close-up photo of the subject and, at the same time, a photo with a wider span - just by changing the settings of the two lenses. With "2-Color Simultaneous Shooting" mode, users can take photos of the same scene with different color tonalities, like "Standard" or "Fujichrome," just by changing the processing signals on the two sensors.

### **FinePix Real 3D V1 Digital Viewer**

The "FinePix REAL 3D V1," a digital 3D viewer, features Fujifilm's newly developed 3D/2D display 8.0-inch LCD panel. This allows users to enjoy and playback 3D images without the need for special 3D glasses. With various playback functions, users can enjoy 3D and 2D slideshows, as well as a Micro Thumbnail View, and an easy-to-use "Image Search" feature. With the included adjustable stand, users can change the angle for better 3D viewing, and enjoy easy use with the intuitive remote control included. The viewer can read and display image data stored on memory cards, and it can also receive image data via high-speed infra-red communication. The viewer can also directly connect to a personal computer via USB, and transfer stored images to the viewer for display.

### **FinePix Prints from SeeHere.com**

Fujifilm has integrated high precision prints with lenticular sheets, resulting in the ability to produce high resolution 3D images. The process involves the 3D image data being integrated using highly advanced technology, and projected through a lenticular sheet lens to produce an image with binocular disparity. This then creates a very special 3D print with incredible detail.

Prints will only be available through SeeHere.com, Fujifilm's photo printing, gifting and sharing web site.

### **A History of 3D Photography**

3D photography has a history of more than 100 years, and stereoscopy even longer. In 1838, a 3D viewer (called a stereoscope) proved that properly drawn left and right eye views of an object would look 3D when viewed in the 3D viewer. Shortly after the birth of photography, the same principles and viewer were used for making and viewing 3D photographs. In 1947, the Stereo Realist camera introduced 35mm color 3D photography to the amateur photo market, and by 1955, over 40 models of 3D cameras were available. However, special 3D slide mounting, and the necessity of a 3D viewer, or a special 3D projector requiring a silver screen and 3D glasses, never caught on to a mass market. By 1960, 3D photography was relegated to a relatively small, but dedicated, group of enthusiasts who have continued to develop homemade 3D twin-camera rigs, including twin digital 3D cameras. Now in 2009, Fujifilm takes 3D photography to a new level with the introduction of the FinePix REAL 3D W1 digital camera, and its companion, the FinePix REAL 3D V1 viewer. The dream of point-and-shoot 3D photography, and instant 3D playback, is realized.\*2

"I think that it was bold and innovative of Fujifilm to produce a digital 3D camera, and for a first effort, they

have done an incredible job. I never would have expected Auto Parallax along with the focusing, and a camera display that actually shows the 3D image without any viewing aids," says 3D enthusiast David Starkman, contributing editor, Stereo World Magazine and co-founder, Reel 3-D Enterprises, Inc. "Best of all, it's the first 3D camera I've ever had that really does fit in a shirt or jacket pocket. It gives the 3D photographer almost the same convenience that 2D photographers now have with their compact digital cameras."

### Availability

Effective today, September 30, 2009, the FinePix REAL 3D W1 Digital Camera and REAL 3D V1 Digital Viewer are available through [www.ShopFujifilm.com](http://www.ShopFujifilm.com). The camera is also available through the Gear Store on [www.NVIDIA.com/Shop](http://www.NVIDIA.com/Shop). The camera retails for \$599.95, and the viewer sells for \$499.95. Prints will also be available, starting mid-October, through SeeHere.com, Fujifilm's photo printing, gifting and sharing web site, for \$6.99.

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### PHASE ONE INTRODUCES 645DF MEDIUM FORMAT CAMERA



Phase One has released the 645DF medium format camera developed with Mamiya Digital Imaging. The camera, which will be available under both brand names, offers flash sync speeds of up to 1/1600 of a second as well as faster AF and capture rates than its predecessors. It is the only digital 645 series camera offering both focal plane and leaf shutters and it is compatible with most digital backs designed for the Phase One and Mamiya AFD mount, including those from Phase One, Leaf and Mamiya.

The two companies have also announced a partnership with lens specialist Schneider Kreuznach. The first results are 55mm, 80mm and 110mm F/2.8 leaf shutter lenses designed for the 645DF. The new camera and lenses are expected to start shipping by the end of this year. The 645DF is priced at \$5990/€4290 and the lenses start at \$2490/€1790.



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### TAMRON RELEASES 60MM F2 MACRO FOR SONY

Tamron has announced the availability of its 60mm F/2 Di macro lens in Sony mount, to join the Canon and Nikon versions which are already shipping. The lens features a built-in AF motor, and provides 1:1 magnification with an unusually fast maximum aperture for a macro lens. It's designed exclusively for APS-C sensors, and will vignette when used on full-frame camera such as the Alpha 850 and 900. The lens will start shipping from October 2009.



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### HASSELBLAD LAUNCHES NEW H4D HIGH-END DSLR, FEATURING REVOLUTIONARY TRUE FOCUS FUNCTIONALITY.

With the release of the new H4D-60, the first H4D camera and most recent addition to the Hasselblad H System, Hasselblad marks the beginning of a new chapter in the history of medium format DSLRs. The H4D-60 will feature True Focus with APL (Absolute Position Lock), making auto-focus substantially

easier and more accurate for photography professionals.



As part of the celebration honoring the first manned lunar landing and the first lunar photography, camera manufacturer Hasselblad is announcing another first, the launch of the H4D camera series. The first model in the new series is the H4D-60, featuring a 60 Megapixel medium format sensor.

“We are thrilled to be able to announce the introduction of the H4D,” says Christian Poulsen, CEO of Hasselblad. “This step represents the natural evolution of our H System and of our photographic strategy in general. As part of our efforts to inspire 35mm photographers to step up to the quality found in high-end DSLRs, the H4D series is built upon the successful H3D platform and features our revolutionary True Focus technology. The H4D also comes bundled with our new Phocus 2.0 imaging software.”

#### **True Focus and Absolute Position Lock**

“True Focus helps solve one of the most lingering challenges that faces serious photographers today,” he continues, “true, accurate focusing throughout the image field. Without multi-point auto-focus a typical auto-focus camera can only correctly measure focus on a subject that is in the center of the image. When a photographer wants to focus on a subject outside the center area, they have to lock focus on the subject and then re-compose the image. In short distances especially, this re-composing causes focus error, as the plane of focus sharpness follows the camera’s movement, perpendicular to the axis of the lens.”

The traditional solution for most DSLRs has been to equip the camera with a multi-point AF sensor. These sensors allow the photographer to fix an off-center focus point on an off-center subject, which is

then focused correctly. Such multi-point AF solutions are often tedious and inflexible to work with, however, and do not really solve the problem, claims Poulsen.

“Photographers have grown accustomed to using auto-focus systems in their day to day work and we see increasingly higher numbers of focus points advertised in each new wave of AF products. The term ‘multi-point auto-focus’ is a bit misleading, however, for cameras with sensors larger than APS,” claims Poulsen. “Due to the physics of an SLR-camera, the off-center focus points that are offered are all clustered relatively close to the center of the image. To set focus outside of this center area, the photographer is still forced to focus first, and then shift the camera to reframe, with the resulting loss of focus as a result.

To overcome this problem, Hasselblad has used modern yaw rate sensor technology to measure angular velocity in an innovative way. The result is the new Absolute Position Lock (APL) processor, which forms the foundation of Hasselblad’s True Focus feature. The APL processor accurately logs camera movement during any re-composing, then uses these exact measurements to calculate the necessary focus adjustment, and issues the proper commands to the lens’s focus motor so it can compensate. The APL processor computes the advanced positional algorithms and carries out the required focus corrections at such rapid speed that no shutter lag occurs. The H4D’s firmware then further perfects the focus using the precise data retrieval system found on all HC/HCD lenses.

“This technology takes AF to an entirely new level, correcting for the vertical and horizontal focus-shift that results from the rotation of the camera around an axis close to camera,” says Poulsen, “In simple terms, True Focus allows the photographer to concentrate on their composition, to focus on their creativity, while True Focus takes care of the other, more mechanical focus.”

True Focus on the H4D can be set to work at a half press of the camera release button, or via any user button programmed to AF-drive when the camera is in manual focus mode. This, the first release of True Focus, only corrects the horizontal and vertical positioning of the camera, and does not correct for any focus-shift which results from larger lateral movements of the camera during recomposing. The True Focus technology and APL (both patent pending) mark a significant milestone for Hasselblad’s high-end DSLR strategy and represent the result of many years of development work.

### Faster Software, Shorter Learning Curve

The new user interface in Phocus 2.0 drastically reduces the learning curve for high-end imaging. The average photographer will be up to speed in less than 15 minutes, claims Hasselblad CEO Christian Poulsen. Functionality has not been lowered, however, with Phocus 2.0 matching or bettering the speed, functions, and usability found in Lightroom, Aperture, and Capture One.

“We’ve increased speed, increased functionality, and dramatically increased the speed at which photographers can learn to use this advanced software,” says Poulsen. “In less than 5 minutes an amateur photographer can learn to work with our images. In less than 10 minutes, learn how to setup for production of high-res files for Photoshop. In less than 20 minutes learn how to shoot tethered as a professional studio photographer. The new version of Phocus is just another step in our efforts to make complex functionality simple to use, allowing photographers to focus on their shooting.”

This philosophy lies behind a range of the features found in the H4D, including Hasselblad Natural Color Solution (HNCS), which achieves consistent color reproduction using a single color profile, and digital lens correction (DAC) which perfects each image captured through the HC/HCD lenses, by removing any trace of distortion, vignetting or chromatic aberrations. It was also the key motivation for what will surely be the most attractive feature in the new H4D, Hasselblad True Focus, explains Poulsen.

The Hasselblad H4D-60 will be available for delivery in January 2010 at a price of 28,995 €.

The Hasselblad H4D-50 will replace the H3DII-50. Delivery of the H4D-50 will begin in Q1, 2010 at a price of 19,995 €. H3DII-50 cameras purchased between now and Q1, 2010 will be upgraded to the H4D-50 free of charge. A program is also being announced for owners of H3D-31 and H3D-39 cameras to step up onto the H4D platform.

**BAMBOO SECOND GENERATION, THE FIRST INTERACTIVE TABLET COMBINING MULTI-TOUCH AND PEN INPUT**



Wacom Co. Ltd., announced today that Bamboo second generation will be available from October 3rd, 2009. The new consumer interactive tablet merges multi-touch functionality with pen tablet technology in a single device, providing a whole new interface for computer users. Bamboo ushers in a more intuitive, simple and inspiring way to work with computers.

- Name of new models : Bamboo, Bamboo Touch, Bamboo Fun, and regional models of each global sales base.
- Available date of new models : Beginning of October 2009. (October 3rd, 2009 in Japan)

Main features of new models : Merging pen and touch technology into one device brings the best of both worlds, making it even easier, quicker and more fun to use a computer. With Bamboo second generation, a simple tap with a finger on the digital pad will select an icon, open a menu or start an application.

In addition, a gesture using two fingers enables users to simply rotate an image or document, flip through a digital photo album or presentation, scroll through a blog or an Excel spread sheet and zoom in and out of a photo or map.

Bamboo is aimed at consumers who use computers as part of their digital lifestyle to communicate, share and create content. It enables anyone to be creative. It is the perfect tool for self-expression and personalization when producing everyday documents, presentations and blogs, or when communicating with friends, colleagues and family through social networking tools.

### Bamboo Pen & Touch

Bamboo offers pen and multi-touch input in a single device and is ideal for consumers in the home office

or workplace. It can be used to customize emails, letters, spreadsheets, presentations and documents with signatures, notes, doodles and scribbles. In addition, it simplifies navigating around the computer and the Internet.

#### **Bamboo Touch**

Bamboo Touch provides touch input only functions, the above mentioned intuitive, simple and inspiring experiences.

#### **Bamboo Fun Pen & Touch**

Bamboo Fun also combining pen and multi-touch input. It is a versatile device ideal for consumers who are keen to develop their creative skills. Users can easily produce more natural and authentic-looking paintings, sketches and drawings as well as retouch, improve, manage and share digital photographs.

#### **Bamboo Art Master and other regional models of each global sales base**

Please refer to the company website

Future development and effect on the financial forecast of new models Bamboo second generation will be available through most national electrical stores, computer stores, and our own online shop, "Wacom Store". We aim to sell 1.5 million units worldwide within the 1st year after the product is launched.

At the same time, Wacom today announces to the press its multi-touch strategy, marking the company's transition to becoming the leading computer interface organization - Bamboo second generation being the latest step in this strategy with the company's first interactive tablet that merges multi-touch functionality with pen tablet technology in a single device.

## WHAT'S ON – EXHIBITIONS & EVENTS

### EXHIBITIONS



STEVE BROWN  
Natural Australia

*Natural Australia* features images of the Australian

landscape in colour and black and white, intriguingly coloured tree trunks and barks, and native flowers of all varieties.

The collection of images included in the *Natural Australia* exhibition were inspired by the unique beauties of Australia—the strangeness and the delicacy of the native wildflowers, the strength and majesty of the trees, the amazing unnoticed colours of a tree trunk, and the haunting and captivating beauty of hills, plains and mountainsides.

Photographer Steve Brown has almost 20 years photographic experience, covering many different styles of photography. For much of this time he paid the bills working as a wedding and portrait photographer and doing school, corporate and other commercial photography. After a few thousand weddings, Steve took a break from professional photography to explore other opportunities.

Now Steve's interest in photography has been revived and he has returned to his first love—art and nature photography. With a country boy's passion for the outdoors and with a strong appreciation for the often-overlooked beauties of the natural world, Steve enjoys spending time in the great outdoors, camera in hand, capturing the wonders of Australian nature.

## F22: Southside Camera Club Newsletter October 2009

**When:** 1-19 OCTOBER  
**Gallery opening hours:** MON-FRI 9AM–5PM  
 | SAT-SUN 1PM–4PM

**Where:** Address: 137 Reed Street, Greenway  
 Postal: PO Box 1143 Tuggeranong ACT 2901  
 Phone: **6293 1443**  
 Fax: 6293 1445  
 Email : [info@tuggeranongarts.com](mailto:info@tuggeranongarts.com)

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### SOUTHSIDE CAMERA CLUB - PHOTOSHOP SIG MEETING TOPICS 2009

Date	Topic*	Presenter	Location	Comment
May 14	<i>Presentation to Club: PhotoShop Workflow – from camera to print</i>	<i>To be decided</i>	<i>Irish Club</i>	<i>RAW conversion, levels, curves, sharpening, any others?</i>
May 28	Curves	Ken Crawford	TBA	
June 25	Scanning	Rod Burgess	TBA	
July 23				Shane Baker can't attend.
August 13	<i>Presentation to Club</i>	<i>To be decided</i>	<i>Irish Club</i>	<i>Topic to be decided. Subject more advanced than May.</i>
August 27				
September 24				
October 22				
November 26				

**\* Possible early formal topics (in no particular order):**

- Cloning and healing
- Levels
- Channels