

F22: Southside Camera Club Newsletter

July 2011

<http://www.southsidecameraclub.com/>

Flickr: <http://www.flickr.com/groups/southsidecc/>



July Club Meeting - 7:30pm Wednesday 13th Burns Club, 8 Kett St., Kambah

2011 PROGRAM

PRESENTATIONS

Month	Topic	Coordinator(s)
July 13	Interesting and quirky cameras	Peter Bliss
August 10	Two favourite photographers	Jenny Thompson & Giles West
September 7	Practical tips on long exposure photography	Rod Burgess
October 12	Macro photography	Warren Colledge
November 9	Wildlife photography	Helen Hall
December 7	AGM + Show and Tell	

TOPICS – TO BE ALLOCATED

- CT Photographer (guest)
- Photoshop workflows for photography
- Street photography
- Wildlife photography

EXCURSIONS

Month / Date	Location	Coordinator(s)	Comments
Sun 5 June	Early morning shoot	Norm Fisher	
Sunday 17 July	City West Architectural photo walk	Warren Hicks	
August	tba		
September	Eden weekend	Giles West	
October	Spring snow Guthega	Rob Wignell &	

Giles West

November tba
December tba

MEMBERS' EXHIBITIONS

Three of our members have upcoming exhibitions. Details can be found in the [What's on](#) section of the newsletter.

WEB CHATTER

TENNESSEE MAKES POSTING EMOTIONALLY DISTRESSING IMAGES A CRIME

Tennessee Governor Bill Haslam signed a new law last week that makes it a crime to post images to the Internet that "frighten, intimidate, or cause emotional distress." Violators found guilty of doing so now face up to one year in jail and \$2,500 in fines.

[...] for image postings, the "emotionally distressed" individual need not be the intended recipient. Anyone who sees the image is a potential victim. If a court decides you "should have known" that an image you posted would be upsetting to someone who sees it, you could face months in prison and thousands of dollars in fines.

Discussion and information about the law in Australian states can be found at:

<http://www.artslaw.com.au/info-sheet...aphers-rights/>
<http://4020.net/words/photorights.php>

The Australian Photography website has an interesting if not epic thread [here](#)

NEW PHOTO SHARING SITE

It's free - and looks a bit more "serious photography" orientated than Flickr. <http://500px.com>

INDUSTRY NEWS

JAPAN'S HOYA TO SELL
PENTAX CAMERA
BUSINESS TO RICOH



By [Mariko Katsumura](#) and Kentaro Hamada

(Reuters) - Japanese optical glass-maker Hoya said on Friday it would sell its Pentax camera business to copier and printer maker Ricoh, in a [deal](#) the Nikkei business daily said was worth about 10 billion yen (\$124.2 million).

Battling falling prices for its compact cameras, Ricoh hopes to establish a presence in the profitable upmarket single-lens reflex camera segment, the Nikkei business daily said.

The deal will go through in October, Hoya said in a filing to the Tokyo Stock Exchange. Hoya, which bought Pentax in 2007 mainly to gain access to its medical technology, had been widely expected to sell off the camera business.

Pentax is the world's tenth largest digital camera brand by shipments, with just 1.5 percent of the market, according to research firm IDC. Sales of Pentax cameras dropped just over 13 percent in the year ended March 2011, amid fierce price competition in the compact camera market. Copier and printer-maker Ricoh, which aims to shed nearly 10 percent of its workforce to improve profits, also has a digital camera business, but sales are too small to feature in global data.

FUJIFILM AIMS TO BE WORLD NO. 3 IN
CAMERAS

By [Isabel Reynolds](#) and Reiji Murai
OMIYA, Japan (Reuters) -

Japan's Fujifilm aims to become the world's fourth largest camera maker by next March and the No. 3 manufacturer two years later, overtaking first rival Samsung and then Nikon, a senior company executive said.

Until recently best known for inexpensive models, Fujifilm may also re-enter the more lucrative interchangeable lens camera market from which it withdrew in 2004, Takeshi Higuchi, head of the company's camera division, said in an interview with Reuters on Monday.

The launch of a mirrorless camera, which has an electronic viewfinder, making it lighter and more compact than a professional-style single-lens reflex camera, would be an extension of Fujifilm's effort to move upmarket and would put it in direct competition with Sony.

Earlier this year it launched the Finepix X100 high-end compact, which is made in Japan and sells for about 120,000 yen (\$1,480).

Higuchi insisted the company would have no problems developing a mirrorless camera or the required lenses by itself, denying the possibility of another acquisition in the industry.

Last week copier and printer maker Ricoh, which also has a compact camera division, announced it was buying the Pentax camera business from Hoya.

Fujifilm, which makes a wide range of products from medical equipment to cosmetics, barely broke even on cameras last year, but Higuchi plans to pull the business firmly into the black this year with production cost cuts and a marketing push that he says will keep unit prices higher.

"We can do all the important development in-house, so we can use that to cut costs, but we don't have a very high-profile brand," Higuchi said. "We have debated why that is and the upshot was we should put out luxury models and spend more on publicity to build up the brand."

In digital still camera unit sales, Fujifilm says it is currently in fifth position behind Canon, Sony, Nikon and Samsung, but adds it is confident that its plan to boost sales 25 percent to 14 million units this financial year will gain it the No. 4 spot.

Apart from the Finepix X100, all the company's camera production is concentrated in [China](#), but Fujifilm is planning to spread risk by starting some production in southeast Asia, said Higuchi, adding that Thailand looked promising.

"We do feel a risk in China in terms of wages and the high staff turnover," Higuchi said. "We will seek a production site outside China," he added.

A decision will be made on the location by the end of the financial year, he said. The firm is also conducting feasibility studies in Vietnam, Malaysia and the Philippines. Current production levels in China will be maintained, he said.

FIRMWARE & SOFTWARE UPDATES

SOFTWARE

APPLE REVOLUTIONISES VIDEO EDITING WITH FINAL CUT PRO X



CUPERTINO, California—June 21, 2011—Apple today announced Final Cut Pro X, a revolutionary new version of the world’s most popular Pro video editing software which completely reinvents video editing with a Magnetic Timeline that lets you edit on a flexible, trackless canvas; Content Auto-Analysis that categorises your content upon import by shot type, media and people; and background rendering that allows you to work without interruption. Built on a modern 64-bit architecture, Final Cut Pro X is available from the Mac App Store for £179.99.

“Final Cut Pro X is the biggest advance in Pro video editing since the original Final Cut Pro,” said Philip Schiller, Apple’s senior vice president of Worldwide Product Marketing. “We have shown it to many of the world’s best Pro editors, and their jaws have dropped.”

“I’m blown away by what Apple has done with Final Cut Pro,” said Angus Wall, Academy Award-winning film editor. “Final Cut Pro X is incredibly modern and fast, but most importantly it lets you focus on telling your story in the most creative way, while it actively manages all of the technical details.”

At the heart of Final Cut Pro X is the Magnetic Timeline, a trackless approach to editing your footage that lets you add and arrange clips wherever you want them, while other clips instantly slide out of the way. You can use Clip Connections to link primary story clips to other elements like titles and sound effects, so they stay in perfect sync when you move them. You can even combine related story elements into a Compound Clip that can be edited as a single clip. The groundbreaking new Auditions feature lets you swap between a collection of clips to instantly compare alternate takes.

Content Auto-Analysis scans your media on import and tags your content with useful information. Final Cut Pro X then uses that information to dynamically organise your clips into Smart Collections, so you can easily find the clips you want by close up, medium and wide shots as well as media type and the number of

people in the shot. You can also tag parts of clips with Range-based keywords to add custom search criteria to your media.

Completely rebuilt from the ground up, Final Cut Pro X is a 64-bit app that takes full advantage of the latest Mac hardware and software so you never have to wait for the next edit, even if you’re working with 4K video. Final Cut Pro X uses multi-threaded processing and the GPU on your graphics card for blazing fast background rendering and superb real-time playback performance. Additionally, a ColorSync-managed color pipeline ensures color consistency from import to output.

Final Cut Pro X also includes powerful tools for audio editing and color correction, and is complemented by two companion apps, Motion 5 for professional motion graphics and Compressor 4 for advanced media encoding, available from the Mac App Store for £29.99 each.

Pricing & Availability

Final Cut Pro X is available today for £179.99 from the Mac App Store. Motion 5 and Compressor 4 are available today for £29.99 each from the Mac App Store. Full system requirements and more information on Final Cut Pro X can be found at www.apple.com/uk/finalcutpro.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

FIRMWARE

LEICA CAMERA OFFERS NEW FIRMWARE UPDATE 2.014 FOR THE LEICA M8

Leica Camera AG announced the latest firmware update for all versions of the Leica M8. Users wishing to benefit from the new offerings can now download firmware update Version 2.014 from the Leica Camera website and take advantage of new, improved features.

The firmware update coincides with the launch of the Leica Super-Elmar-M 21 mm f/3.4 ASPH. and supports the use of this new wide-angle lens on Leica M8 cameras. In addition to new improvements, users can expand the range of lenses for their Leica M8 system with the versatile, high-performance super-wide-angle lens. With this free service, Leica Camera AG again proves their commitment to full system compatibility and decades of enduring value of the M series.

For installation instructions and to download firmware update 2.014, please visit:

<http://en.leica->

camera.com/service/downloads/rangefinder_cameras/m8.

M9 FIRMWARE ALSO UPDATED: [Find out more and download Leica M9 firmware v1.162](#)

PENTAX, SONY, LEICA AND RICOH HAVE RELEASE FIRMWARE UPDATES

Pentax has updated the firmware for its K-r, K-5 and 645D. Firmware v1.10 for all three cameras brings compatibility with the recently-announced O-GPS module.

[Find out more and download Pentax K-r firmware v1.10](#)

[Find out more and download Pentax K-5 firmware v1.10](#)

[Find out more and download Pentax 645D firmware v1.10](#)

Sony has updates for its NEX-3 and NEX-5, and SLT A33 and A55 models, adding many of the features of its forthcoming NEX-C3 and SLT A35 cameras.

[Find out more and download Sony NEX-3 firmware v04](#)

[Find out more and download Sony NEX-5 firmware v04](#)

[Find out more and download Sony SLT-A33 firmware v2.00](#)

[Find out more and download Sony SLT-A55 firmware v2.00](#)

Ricoh has updated its G700 and G700SE industrial cameras.

[Find out more and download Ricoh G700 firmware v1.09](#)

[Find out more and download Ricoh G700SE firmware v1.09](#)

EQUIPMENT

OLYMPUS® LAUNCHES THE PEN® E-P3



Olympus announced a new flagship PEN camera designed for the hobbyist or advanced photographer who desires superior image quality, FAST (Frequency Acceleration Sensor Technology) Autofocus Tracking System and total creative control in a body portable enough to travel the world: the PEN E-P3. Also announced were the PEN E-PL3 and the PEN E-PM1.

The powerful Olympus PEN® E-P3 is the ultimate PEN camera for visual expression, delivering professional image quality, the World's Fastest AF** speed, a huge selection of built-in creative features and an easy-to-use interface, all elegantly packaged in a classic, all-metal body with full-advanced controls. Two new M. Zuiko prime lenses also join the family of six MICRO Four Thirds® lenses, to expand the broad options offered to imaging enthusiasts.

Look what you can do with the new Olympus PEN E-P3. It blends high-quality still images expected of a digital single lens reflex (DSLR) camera with high-definition (HD) video, AC3 Dolby Digital audio (comparable to studio recordings) and In-Camera Creativity in an ultra-portable body. The PEN E-P3 has it all.

Outstanding New Features:

- **12.3 MP Live MOS Sensor** – Utilizing new Fine Detail Processing Technology for greater detail in the photograph, the sensor is optimized to maximize the performance of all M. Zuiko digital lenses in all shooting conditions;
- **TruePic VI Image Processor** – This new image engine, designed specifically for the Olympus PEN, features Real Color Technology for improved color reproduction and faster speeds;
- **FAST AF** – To meet the demand for focusing speed, Olympus has introduced the new FAST AF Tracking System. The FAST AF Tracking System features 35 focus points as well as new Tracking AF to ensure fast & accurate focus each and every time;
- **Low Light Performance** – AF Illuminator / Built In Flash / ISO to 12,800;
- **Fast Shutter Response** – Never miss a shot again with fast shutter response time of less than 60 milliseconds;
- **Full HD Movie** – Shoot up to 29 minutes of full 1080i HD video in either AVCHD or AVI formats; and
- **3-inch 614,000 pixel OLED Touch screen** – Bright high-resolution screen features a newly-designed touch interface that provides an innovative touch display solution.

“With a classic, compact, all-metal body reminiscent of the Olympus PEN E-P1, the PEN E-P3 offers an unprecedented level of portability to help you capture great images and videos on the go,” said Katie Roseman, senior product manager, Olympus Imaging America Inc. “This camera has the creative flexibility to give you a true professional experience.”

Superior Image Quality

A large 12.3-megapixel Live MOS Image Sensor delivers

the highest quality images. Take great photos in low-light environments thanks to the camera's built-in flash, AF illuminator and ISO up to 12,800. To improve color and speed, the Olympus PEN E-P3 features the new TruePic VI Image Processing Engine. Photos and HD videos taken with the PEN E-P3 will be crisp and clear thanks to three modes of in-body image stabilization. Image stabilization built into the camera's body enables photographers to take advantage of this feature with every lens. The camera's award-winning Supersonic Wave Filter™ patented Dust Reduction System vibrates to remove dust and other particles from the front of the image sensor, capturing it on an adhesive membrane every time the camera is turned on.

Blazing Speed

The Olympus PEN E-P3 uses a variety of features to achieve speed rivaling that of the professional Olympus E-5 DSLR. Focus and shoot faster with the camera's new 12.3-megapixel Live MOS Image Sensor, TruePic VI Image Processor and new FAST AF Tracking System. The Olympus PEN E-P3 offers 35 separate focus points spread over nearly the entire sensor, enabling the camera to pin-point focus accuracy on small subjects wherever they appear in the frame. Selectable 3x3 groups within the 35-point area are especially effective when shooting active subjects. The camera's fast shutter response time ensures that you will never miss the shot, even in the toughest shooting environments.

Creative Freedom

Olympus PEN series cameras put you in the director's chair, offering a new level of freedom to the creative shooting experience and enabling instant experimentation, feedback and gratification. For the first time, the Olympus PEN E-P3 features full 1080 60i HD Video. Push the direct HD video button to instantly start filming your HD video with a choice between ACVHD and AVI formats with uncompressed CD-quality 16 bit/44.1kHz Linear PCM stereo recording or AC3 Dolby Digital Audio.

In-camera features such as Art Filters, Multiple Exposure and In-Camera Editing enable photographers to capture the world as they see it. The Olympus PEN E-P3 features 10 Art Filters: Diorama, Pop Art, Soft Focus, Pale & Light Color, Light Tone, Grainy Film, Pin Hole, Cross Process, Gentle Sepia and Dramatic Tone. The camera also features nine Art Filter variations and enhancements, including new Pale & Light Color II, and five Art Filter Effects, including new Star Light and White Edge. The new Art Filter Bracketing function helps you develop multiple pictures utilizing different Art Filters with a single shot, making it possible to experiment with several different photographic effects at the same time. Photographers can use Art Filters in all shooting modes: shutter priority, aperture priority, manual and program auto modes for expanded control. All Art Filters can be applied to both still shots and Standard Definition or HD movies. Art Filters set the Olympus PEN E-P3's images

and videos apart from the pack. Since they're built into the camera, Art Filters can help you achieve dramatic results on the go without the need for a computer or editing software.

The Olympus PEN E-P3 adds a new dimension to photographs by shooting dynamic 3D photos in any situation from macro to landscape. Recreate a sense of depth like that of the original scene. Simply select the 3D Photo Mode, release the shutter, and slowly pan until the camera automatically takes a second image from a slightly different perspective. The 3D data is processed in-camera resulting in an .MPO file, the universal industry 3D format for easy display on 3D televisions or laptops.

Expanded Control Combined with Ease of Use

Controlling the Olympus PEN E-P3 is simple with its next-generation, three-inch, touch-sensitive 614,000 pixel OLED display. Consuming much less energy than the traditional LCD, this display has a wide 176-degree angle of view and is bright enough to compose images even in harsh midday light. With the camera's new intuitive graphic user interface and touchscreen, it is easy to capture a picture, change camera settings or navigate the Live Guide controls by simply touching the screen. Going through a day's photos is easy by scrolling through and enlarging photos with the tap of a finger.

The Olympus PEN E-P3's built-in, pop-up flash makes it easy to illuminate low-light subjects, reduce red-eye and fill in dark areas. The camera is compatible with SDHC, SDXC and UHS-1 memory cards for greater speed and capacity and can be utilized with the Olympus PENPAL® or various Eye-Fi™ cards for instant wireless uploads to your favorite social or photo sharing websites.

Olympus has added a rotational dial, sub-dial and two new function buttons to the back of the PEN E-P3 so photographers can make rapid changes to menu settings and maximize the camera's performance. With a thumb, photographers can adjust aperture and exposure time in an instant without switching between menu selections. Hands-on shooters will appreciate the two customizable buttons they can assign to favorite functions. Photographers will appreciate how the camera's mode dial enables access to basic settings.

The Level Gauge in the Olympus PEN E-P3 is a tremendous benefit for architectural photographers who must ensure that images of buildings are as centered and true as the walls of the buildings themselves. This feature detects the camera's pitch and roll during Live View operation so photographers can make sure subjects appear where they should in the frame.

New Lenses and Accessories for Every Shooting Challenge

The Olympus PEN MICRO Four Thirds family features eight fully-compatible MICRO Four Thirds lenses. The legendary Olympus Zuiko® Digital Four Thirds range of

27 high-quality lenses, OM-series and other manufacturers' lenses can be attached to Olympus PEN cameras with optional adapters. The Olympus PEN E-P3 comes packaged with the Movie & Still Compatible (MSC) ED m14-42mm II R f3.5/5.6 zoom lens (28mm-84mm equivalent) or the m17mm f2.8 (34mm equivalent). Today, Olympus is proud to announce several new Movie & Still Compatible (MSC) lenses with high-speed, near-silent autofocus during still shooting and high-definition (HD) video capture. Also, several new accessories will complement the PEN E-P3 perfectly and broaden the creative horizons for all PEN photographers.

- **M. Zuiko Digital ED 12mm f2.0 lens (24mm equivalent):** This high-speed, single-focal-length, wide-angle lens is ideal for shooting everything from dramatic landscapes in low-light conditions to hard-to-get, spontaneous street shots. It has a beautiful full-metal body and a snap ring that enables photographers to pan focus with a distance indicator.

- **M. Zuiko Digital ED 45mm f1.8 lens (90mm equivalent):** This single focal length portrait lens has a beautiful shallow depth of field, which enables the background blurring effects not possible with the 14-42mm kit zoom lens. The MSC mechanism is great for tracking a moving child or pet, and provides a quick and silent focus mechanism for movies and still photography.

- **FL-300R Compact Flash:** This flash functions as a bounce flash and wireless remote flash with enough power for nearly any shooting situation. Photographers can use it in tandem with the camera's built in pop-up flash, or as an alternative to it. It is designed in silver to match the new PEN lineup.

- **MCG-2 Exchangeable Camera Grip:** Available exclusively for the PEN E-P3, this comfortable grip enhances the grip area of the camera to fit any photographer's hands perfectly. It is available in black and beige.

Availability

The Olympus PEN E-P3 kit will be available in stylish black, white and silver, starting in August 2011. It includes the PEN E-P3 body, lens, USB cable, video cable, BLS-1 Li-Ion battery pack, Li-Ion battery charger, shoulder strap, OLYMPUS [ib] software CD-ROM, manuals and registration card.

U.S. Pricing / Product Configurations

Olympus PEN E-P3 Body with MSC M. Zuiko Digital ED 14-42mm II R f3.5/5.6 Zoom Lens

Estimated Street Price: \$899.99

Olympus PEN E-P3 Body with MSC M. Zuiko Digital ED 17mm f2.8 Prime Lens

Estimated Street Price: \$899.99

KENKO-TOKINA LAUNCHES TOKINA SD 17-35MM F4 AT-X PRO FX



Newly merged Kenko-Tokina has quietly launched the Tokina SD 17-35mm F4 AT X PRO FX, a semi fast wideangle zoom for full frame cameras. The company says the F4 maximum aperture makes it easier to

produce a smaller lens with fewer aberrations, to sit alongside its 16-28mm F2.8 PRO. The lens features 'SD' glass that the company says offers similar properties to fluorite elements as well as its 'silent drive module' AF motor and high precision AF position sensor for fast, accurate focusing. No details of pricing or availability are yet available from the company's distributors outside Japan.

SIGMA CORPORATION OF AMERICA'S 105MM F2.8 EX DG OS HSM MACRO NOW AVAILABLE



[Sigma Corporation of America](#), announced that its newly upgraded 105mm F2.8 EX DG OS HSM Macro lens is now available for the MSRP of \$1,400.

The updated [105mm F2.8 EX DG OS HSM Macro](#) lens now features Sigma's own proprietary Optical Stabilizer (OS) technology, which allows for high-performance, handheld, close-up photography. The telephoto reach makes it a perfect lens for capturing images of insects and small creatures. Additionally, the wide maximum aperture combined with a short telephoto focal length make it very favorable for facial portraiture at lower magnification. A Special Low Dispersion (SLD) lens and one high refractive index SLD lens provide excellent corrections for all types of aberration and distortion.

"This lens is a fantastic addition to our extensive lineup of macro lenses," said Mark Amir-Hamzeh, president of Sigma Corporation of America. "This is our fourth prime macro lens and the second of which that now includes our Optical Stabilization technology, which steadies the image for handheld use. This is yet another

example of Sigma's dedication to providing an array of unique lens that capture incredible imagery."

Sigma's Hyper Sonic Motor (HSM) feature ensures quiet and high-speed autofocus as well as full-time manual focus capability. This lens also has a rounded nine-blade diaphragm that creates an attractive blur to the out-of-focus areas of the image.

The 105mm F2.8 EX DG OS HSM Macro features a floating focusing system that moves two different lens groups in the optical path to different positions. This system compensates for astigmatic aberration and spherical aberration, and provides extremely high optical performance from infinity to 1:1 macro. The super multi-layer coating reduces flare and ghosting, providing high contrast images. It is also possible to use this lens with Sigma's APO teleconverters.

This announcement comes as part of an ongoing celebration of the company's [50th anniversary](#). Find out about special anniversary activities and features, including product videos, photo sharing, photography tips and monthly chances to win Sigma products by visiting the anniversary web page.

For information about Sigma Corporation of America, visit www.sigmaphoto.com. For more information about sigma's lenses, visit <http://www.sigmaphoto.com/shop/lenses>.

PENTAX UNVEILS THE PENTAX Q



PENTAX

Imaging Company has announced the PENTAX Q – the world's smallest and lightest interchangeable lens camera (ILC).* The Q offers the versatility and precision of an advanced DSLR in a body that is significantly smaller than every other digital ILC body available on the market today.

The camera's tiny size, lightweight design, and superior image quality are made possible by an innovative PENTAX developed imaging system. With a high-resolution 12.4 megapixel, 1/2.3 inch CMOS image sensor, the Q carves out an entirely new camera category that extends beyond traditional digital compact, APS-C or 4/3 digital cameras. The backlit sensor is a highly efficient light-gathering instrument

that produces very little noise at high sensitivity levels particularly in low light settings. Further, the new Q lens mount is a perfect match with the new sensor and every interchangeable Q lens is designed for more advanced image quality than may be found on traditional compact digital cameras. This innovative PENTAX design is the foundation of the Q's position as the world's smallest, lightest ILC system with superior image quality.

SEVERAL IMPORTANT FEATURES OF THE PENTAX Q INCLUDE:

- A newly designed PENTAX Q-mount lens system for convenient interchangeability with a variety of specialty Q lenses including prime, zoom, fisheye and more.
- Exceptional image quality in 12.4 megapixels from the Q's 1/2.3 inch backlit CMOS image sensor. Capable of producing 12 bit DNG RAW and JPG images, the backlit CMOS sensor is a highly efficient light-gathering instrument designed specifically to produce very low noise at high levels of sensitivity.
- Extremely compact, durable, lightweight, scratch resistant magnesium alloy body.
- The power and flexibility of traditional DSLR shooting modes such as Program, Aperture/Shutter Priority, and Metered Manual exposure control as well as highly convenient PENTAX Auto Picture and 21 scene modes for casual shooting, including new Forest and Stage Lighting options
- A variety of creative modes, Smart Effect options, or camera settings that assign to the Q's Quick Dial located on the front of the camera. Smart Effects modes enhance digital photography by applying a series of effects to images to achieve high quality finishing. Brilliant Color, Vintage Color, Warm Fade, Bold Monochrome, and Water Color are just some of the Smart Effects available and may be assigned on the Q's Quick Dial.
- In-camera HDR capture mode shoots 3 images of varying exposures, blending them to bring out the details in even the darkest shadows and brightest highlights of extreme contrast shots.
- High quality motion video with stunning full 1080p HD clarity at 30 frames per second. The Q processes the full HD video using high quality h.264 compression for superior color and detail and offers creative video effects through custom image modes, digital video filters, and interval shooting.
- A sensor-shift Shake Reduction system with integrated DR11 Dust Reduction for blur and dust free images even in low lighting.

- 5 frames per second continuous shooting mode for any fast action setting.
- Effortless bokeh control with the Q's Bokeh Control filter. (Traditionally controlled through a DSLR lens's aperture, bokeh is the out of focus part of the background that helps to emphasize the subject, drawing the viewer's eyes to the most important part of the photo.) The Q offers a fine degree of extra control over image bokeh via an in-camera filter operation.
- Powerful USER modes allow the creative photographer to save a series of favorite camera settings, filters, and custom image modes for instant reuse.
- Shutter speeds range from 1/2000 to 30 seconds for freezing fast action or capturing long nighttime exposures. Bulb mode adds flexibility for low light photography and motion effects.
- A built-in popup flash adds the perfect amount of extra light to an image with a high extension to naturally reduce the red-eye effect common to compact cameras. The Q's flash is effective to 23 feet at 200 ISO, and covers a wide angle 28 degree field of view.
- Compatibility with the latest generation SD, SDHC, and SDXC memory cards for ultra-high capacity storage as well as outstanding image file portability.

Along with the Q, PENTAX introduced the PENTAX 01 Standard Prime kit lens and an optional optical viewfinder. The unifocal standard lens has a focal length equivalent to 47mm in the 35mm format. The lens offers a natural perspective similar to that of the human eye and is ideal as a multipurpose, everyday standard lens for various subjects including landscape and portraiture. With a maximum aperture of F1.9, it performs superbly in dim lighting and may be easily adjusted for bokeh. Incorporating two high grade aspherical optical elements, this lens compensates various aberrations to a minimum.

Featuring the state-of-the-art optics incorporating special optical glass elements and PENTAX exclusive lens coating technology, this lens delivers beautifully defined, high quality images that are sharp and high contrast even at the edges. The AF motor installed in the lens assures smooth, quiet focusing operation. The lens shutter mechanism allows the PENTAX Q's built-in auto flash to be synchronized to the camera's top shutter speed of 1/2000 second (or 1/250 second when using an accessory flash unit). This lens is also equipped with a built-in ND (neutral density) filter, which comes in handy when shooting with open aperture at bright locations or when using slower shutter speeds.

The shoe-mounted viewfinder attachment is an optional accessory. This External Viewfinder O-VF1 offers outstanding compositional framing, even in the brightest sunlight where viewing an LCD screen is traditionally a challenge. (Note: The Viewfinder offers framing marks for the Standard lens.)

Available in white or black body models, the PENTAX Q and Standard Prime lens (available in silver) kit will be around \$800. Initially, the PENTAX Q system will ship in Japan. Anticipated shipping time to the United States is early Fall 2011.

The optional shoe-mounted viewfinder will be available at the same time for \$249.95 USD. Each may be pre-ordered now on www.pentaxwebstore.com The PENTAX 01 Standard Prime kit lens will not be sold separately. More information is available here: www.pentaximaging.com/news

LEICA ANNOUNCES THE LEICA M9-P: THE ESSENCE OF DISCRETION

The LEICA M9, a camera that carries the legend of Leica M cameras into the digital age. It is the smallest full-format digital system camera the world has ever seen. In a nutshell: it is a contemporary tool for all who demand the highest standards in image quality and love freedom of composition.



24 x 36 - No Compromises

The combination of an extremely high-resolution image sensor, the superior performance of M lenses, and sophisticated processing of the captured digital information ensures the best imaging results in all photographic situations. The 18-megapixel CCD image sensor, specifically designed and developed for this camera, enables the capture of the full 35-mm film format without any compromises. All M lenses mounted on the M9 or M9-P offer the same angle of view they had when using film material. This means that the high resolution and unique imaging quality of the now-digital M9 and M9-P are capable of fully exploiting the enormous potentials of M lenses. Or, in other words: in the case of the M9 and M9-P, it wasn't a matter of modifying the lenses to match the image sensor, but rather the other way around. This results in images particularly rich in details. Natural. Authentic. Without compromise.



Intuitive Handling

When it comes to handling, the Leica M9 - and now, the new M9-P, too - concentrate on essentials. It has even been possible to further improve the already simple menu navigation. The key control element is an intuitive four-way switch and dial combination used in conjunction with the 2.5" monitor. Setting the sensitivity requires only constant pressure on the ISO button while simultaneously turning the dial to select the required setting. All other functions important for everyday situations are quickly and easily accessible by pressing the "Set" button: these include white balance, image-data compression, resolution, exposure correction, exposure bracketing, and programmable user profiles. The user profiles can be programmed with any camera and shooting settings, stored under an arbitrary name, and accessed quickly whenever required for a particular situation.



Compact, Built for a Lifetime, and Enduring in Value

It is not rare for a Leica to become its owner's lifelong companion. This also applies to the digital Leica M9 and equally to the M9-P: despite the considerably larger sensor, it has been possible to maintain the compact body size of their predecessors, the Leica M8 and M8.2. With dimensions of only 139 x 37 x 80 mm, the Leica M9 and M9-P retain the ideal size of the M series and the unique honor of being the world's smallest full-format digital system cameras. The one-piece, full-metal housing, made from a high-tensile magnesium alloy, and a top deck and bottom plate machined from blocks of solid brass, provide perfect protection for their precious inner mechanisms. The digital components and shutter assembly of the M9 and the M9-P are similarly constructed with a lifetime of endurance in mind. Free updates ensure that the cameras' firmware always embraces the latest developments. In short: an M camera is not only an investment for life, but also a lifelong companion.



Unobtrusive, Discreet, and Resilient: the New Leica M9-P

The M9 now has a twin sister, the new Leica M9-P. In technological terms, they are absolutely identical twins and feature precisely the same high performance qualities. The only differences are found in a few characteristic details.



The compact size of Leica M cameras, their unobtrusive looks, minimalist design, and the almost inaudible sound of their shutters make it possible for Leica M photographers to virtually melt into the background. The M9-P now makes photography even more unobtrusive - instead of the red dot on the front, it now bears a restrained Leica logogram on the top deck. And, in turn, is even more discreet.

The Leica M9-P now features an extremely scratch-resistant, almost unbreakable, sapphire crystal cover for its LCD monitor display. Sapphire crystal is one of the world's hardest materials and so hard that it can only be worked with special diamond-cutting tools. The antireflective coating on both sides of the monitor cover glass further improves image reviewing, particularly in unfavorable lighting conditions.

The Leica M9-P is optionally available in the classical Leica silver chrome camera finish or in black paint - the M9 offers two options, elegant steel gray or black paint. The Leica M9-P also features vulcanite leathering with particularly good grip characteristics.

SONY INTRODUCES WORLD'S SMALLEST,
LIGHTEST INTERCHANGEABLE LENS CAMERA
WITH APS-C SIZED SENSOR



Sony's new α NEX-C3 is the world's smallest, lightest interchangeable lens camera with an APS-C sized sensor. Offered in a range of stylish colors, the NEX-C3 brings the promise of DSLR-quality photography to the millions of consumers looking to take professional-looking photos without the size and bulk of traditional DSLR cameras.

The NEX-C3 features an attractive new body design that combines a satisfyingly solid metal top casing with an easy-to-use streamlined grip shape. Reducing the size of its internal circuitry visibly shrinks the camera's size and achieves a body weight of just 225g (approximately 8 ounces) – nearly six percent lighter than its predecessor, the NEX-3 camera. Image quality, functionality and usability of the NEX-C3 camera also surpass that of the NEX-3 model.

The resolution of the camera's large Exmor APS HD CMOS sensor is boosted to 16.2 effective megapixels, capturing stills and 720p HD video with breath-taking clarity. The large, DSLR-sized sensor also lets users produce pro-quality background defocus effects, whether shooting HD video or stills.

"Building on the success of last year's α NEX launch, the new NEX-C3 model takes the idea of 'small camera body, SLR-quality photos' to a whole new level," said Kristen Elder, director of the alpha digital imaging business at Sony. "This camera's brand new, large CMOS sensor and user-friendly interface will allow all photographers, regardless of experience level, to produce unique, custom-styled photographs. The NEX-C3 is a perfect combination of design, performance and creativity that fits a wide range of activities and shooting styles."

Photo Creativity

The intuitive new Photo Creativity interface on the NEX-C3 camera puts sophisticated controls within easy reach, whether users are shooting stills or HD Video. Technical terms like 'aperture', 'exposure value' and 'white balance' are replaced with the friendlier and more intuitive 'background defocus', 'brightness' and 'color', allowing users to easily create custom-styled photographs. A traditional interface with Aperture/Shutter Priority, Manual and custom functions is always available for experienced users, along with highly customizable soft-keys for programming direct access to important controls.

With the NEX-C3 camera, users don't need to dig into confusing menu options or guess their effect on a composition. They just need to turn the camera's rear-mounted control wheel and instantly see the effect of their settings previewed on screen. Also, two or more different settings can be combined to create more sophisticated creative effects.

A new in-camera 'Picture Effect' setting lets users add extra impact to stills or HD video during shooting, without the worry of editing images afterwards. 'Picture Effect' options include Partial Color, Retro Photo, Pop Color, High Contrast Monochrome, Posterization, High-key and Toy Camera. There's also a 'Soft Skin' effect that removes wrinkles and blemishes from portrait subjects.

Tilting for comfortable viewing at any angle, the high contrast 3-inch (measured diagonally) Xtra Fine LCD features TruBlack screen technology for high-contrast images with rich, deep blacks. This is an ideal way to compose shots and judge the effect of adjusting picture settings, even when viewing outdoors in bright sunlight.

Long-Lasting Battery

The NEX-C3 works even harder to capture amazing images and HD video between battery charges. Improved energy efficiency boosts battery life to a generous 400 still shots per charge – a more than 20 percent increase from the both the NEX-5 and NEX-3 cameras.

Multi-Shot Imaging Technologies

Sony's Advanced multi-shot technologies further broaden the possibilities of the NEX-C3 camera. 3D Sweep Panorama™ mode captures extra-wide images that can be viewed in 3D on a 3D television with compatible 3D glasses. Auto HDR "stacks" a high-speed burst of three successive exposures to capture extreme shadow and highlight details in a single frame. Similarly, Handheld Twilight and Anti-Motion Blur modes automatically combine six exposures to capture smooth, low-noise images. This avoids hand-blur and subject-blur when shooting in available light.

New E-mount 30mm Macro Lens and Other Compatible Accessories

The versatility of the α E-mount compact camera

system grows with new style-matched accessories to expand shooting possibilities even further.

Joining the range of E-mount interchangeable lenses, the SEL30M35 is currently the world's lightest life-size macro lens (approx 4.9 ounces) for interchangeable-lens cameras. This high-quality 30mm F3.5 macro lens features a 1:1 magnification ratio and minimum working distance of just 0.95 inches (2.4 cm), making it ideal for capturing detail-packed close-ups of small subjects like flowers and insects.

Despite its extremely compact size, the SEL30M35 employs one ED glass and three aspherical lens elements for excellent optical performance, with minimized aberration and very high edge-to-edge sharpness and contrast. It also offers smooth, quiet autofocus operation whether shooting stills or HD video. The macro lens is supplied with a matching lens hood.

Also available as an option, the new HVL-F20S is a style-matching flash that clips onto the Smart Accessory Terminal of NEX-C3 and other E-mount cameras. Powered directly by the camera, the flash requires no batteries, making it ultra-compact and light weight for travelling. With a generous GN20 (50mm, at ISO 100, m) flash power rating and adjustable head, it's ideal for creating natural fill-in and bounce flash effects with portraits and everyday shooting subjects.

The expanded range of coordinating accessories features a new body case/lens jacket and a soft carrying case. The new camera is also compatible with Sony's full line of SD memory cards, including the newest Class 10 versions, as well as the Memory Stick PRO-HG Duo HX series. Available in capacities up to 32 GB, both media enable higher read speeds for more stable and optimal performance by Sony hardware features such as high-speed burst shooting or HD movie shooting.

Firmware update for NEX-5, NEX-3

A firmware upgrade (Version 4) adds the new 'Picture Effect' function to existing NEX-5 and NEX-3 cameras. It also adds a Peaking function to assist with more precise manual focusing. This upgrade will be available June 20th and can be downloaded from: (www.esupport.sony.com).

Pricing and Availability

The new NEX-C3 ultra-compact digital camera will be available this August in silver, black and pink with an 18-55mm kit zoom lens (model SEL1855) and will cost about \$650. It will also be offered in black only with a 16mm lens (model SEL16F28) for about \$600.

The new SEL30M35 E-mount Macro lens will be available this October for about \$250 and the HVL-F20S flash will be available this August for about \$150.

The camera kits, macro lens and new flash will all be sold at Sony retail stores (www.sonystyle.com) and other authorized dealers nationwide.

SONY INTRODUCES A35 DSLR CAMERA WITH LEADING VIDEO AND STILL PERFORMANCE POWERED BY TRANSLUCENT MIRROR TECHNOLOGY



Light, compact and easy to use, Sony's new α 35 (SLT-A35) interchangeable lens camera brings pro-style shooting speeds and diverse creative options to photographers of all abilities.

Building on the acclaimed α 33 and α 55 models, the α 35 camera with Sony's Translucent Mirror Technology allows responsive, accurate continuous autofocus - whether shooting high-speed still photos or recording full HD movies.

"Our Translucent Mirror Technology continues to push the limits of modern DSLR technology," said Kristen Elder, director of the alpha digital imaging business at Sony Electronics. "The new α 35 camera combines this unique innovation with a newly developed APS HD CMOS sensor and a diverse, user-friendly interface, making it a compelling choice for experienced photographers and first-time SLR buyers alike."

She added, "Amateur photographers will appreciate the on-screen Help Guide, which gives a clear explanation of selected functions and how they're used. More advanced photographers will welcome features such as a top panel-mounted button that is fully customizable, allowing instant recall of any one of 14 frequently-used functions according to their preference."

Premium, High-Speed Performance

Making its debut on the α 35 camera, Tele-zoom High Speed Shooting magnifies a central portion of the image area providing an effective 1.4x magnification (appx) while shooting at up to 7 fps. Providing continuous tracking autofocus of still or moving objects, this feature is ideal for capturing fast-moving sports, children's expressions at just the right moment or distant subjects with a high-speed burst of frames. There's also a rapid up to 5.5 fps drive mode that offers full-resolution continuous shooting with tracking AF.

With a resolution of 16.2 effective megapixels, the Exmor™ APS HD CMOS sensor delivers stunningly

detailed, low-noise still and HD video images. Complementing the sensor's extremely high resolution and sensitivity, the camera's powerful BIONZ® processor optimizes image data to assure flawless images with rich, natural color reproduction. A maximum sensitivity of ISO 12800 and extension to ISO 25600 makes it possible to capture beautifully natural still images and HD video in low light.

Advanced Quick AF Live View continuously displays a real-time output from the main image sensor during still or Full HD video shooting. Light is partially directed from the translucent mirror to an AF sensor to permit non-stop precision TTL phase-detection autofocus – a benefit not possible with traditional DSLR cameras. Shooting stills or AVCHD™ video, users can enjoy a superbly detailed view on the high-quality 3-inch Xtra Fine LCD™ display. Sony's TruBlack™ technology assures high-contrast images with rich, deep blacks – even when shooting outdoors.

The high-resolution Tru-Finder™ display offers a precision alternative to framing shots on the camera's LCD. Offering an extremely detailed, high contrast image with full 100% field coverage, it's ideal for live preview of picture effects and exposure adjustments. Accurate composition of landscapes, architecture and other scenes is enhanced by 3 selectable grid line patterns.

Creative New "Picture Effects"

The α35 model offers a new in-camera 'Picture Effect' setting that lets users add extra impact to stills or Full HD video during shooting, without the worry of editing images afterwards. Effects can be previewed on the camera screen, allowing photographers to see the result of a chosen effect instantly rather than post-shooting. The inspiring palette of artistic treatments includes Retro Photo, High-key, Toy Camera and Posterization. It's also easy to produce dramatic Partial Color effects, with a single color highlighted against the rest of the image in monochrome. This popular effect is normally achieved through a series of painstaking steps using photo editing software. With the new α35 camera it's both automatic and instant.

Improved Battery Life and Compatible α Accessories

Reductions in power consumption boost the camera's battery life to a generous 440 still shots (approx. when using the rear LCD panel) between battery charges – a 30 percent increase over its predecessor.

The α35 model is compatible with the full range of 32 A-mount interchangeable lenses that includes six Carl Zeiss® lenses, as well as the full range of alpha accessories including flashes, carrying cases, LCD monitors and more.

The new camera is compatible with Sony's full line of SD memory cards, including the newest Class 10 versions, as well as the Memory Stick PRO-HG™ Duo HX series. Available in capacities up to 32 GB, both media enable higher read speeds for more stable and optimal

performance by Sony hardware features such as high-speed burst shooting or HD movie shooting.

Firmware Upgrade for A33 / A55 Models

Available beginning June 20th, a firmware update for existing α33 and α55 cameras adds several creative and operational enhancements.

Support for the 'Picture Effect' function featured on the new α35 model is now offered. High-Speed Synch is supported during wireless operation with a compatible external flash (α55 only). Ergonomics are further improved with revised menus and a new mode that lets users switch shooting parameters overlaid on-screen for clear, uncluttered composition.

The α33 and α55 camera's Digital Level Gauge can also be displayed when shooting via the optional CLM-V55 external LCD monitor. Frequently used features can now be custom-assigned to the D-RANGE button for rapid, menu-free access.

The upgrade can be downloaded from: (www.esupport.sony.com).

Pricing and Availability

The new α35 interchangeable lens camera will be available this August with an 18-55mm kit zoom lens (model SEL1855) for about \$700. It will also be offered as a body-only (without kit lens) for about \$600.

Both the camera kit package (model SLT-A35K) and body-only (model SLT-A35) will be sold at Sony retail stores (www.sonystyle.com) and other authorized dealers nationwide.

CANON EF-S 55-250MM F/4-5.6 IS II ANNOUNCED



Canon today announced the launch of its latest high quality telephoto zoom lens. The new EF-S 55-250mm f/4-5.6 IS II is a compact and affordable lens, offering powerful telephoto performance combined with high image quality, making it ideal for photographers wanting to get closer to the action.

The versatile new lens enables photographers to shoot a variety of subjects due to its variable focal range. It's ideal for shooting anything from portraits to longer-distance subjects, such as wildlife, sports, or even features within a landscape – ensuring the moment is always captured in impressive detail.

The EF-S 55-250mm f/4-5.6 IS II will be available separately and also as part of a double lens kit, bundled alongside the recently-announced EF-S 18-55mm f/3.5-5.6 IS II with EOS 550D, EOS 600D and EOS 60D bodies, providing beginners with a fantastic start to their photography system, all in one box.

Designed and manufactured to exacting standards, the EF-S 55-250mm f/4-5.6 IS II reflects Canon's premium design philosophy, with an enhanced exterior design and a number of premium technologies to ensure leading image quality. Canon's four-stop Image Stabilizer (IS) counters image blur during low light and

handheld shooting, and the inclusion of an Ultra-low Dispersion (UD) lens element and Canon's Super Spectra Coatings also ensure beautifully crisp, high contrast and glare-free images. The latest EF-S lens to be added to Canon's range is ideal for photographers seeking an affordable and versatile lens for general-purpose telephoto photography.

The new EF-S 55-250mm f/4-5.6 IS II will be available from July 2011.

WHAT'S ON

NATIONAL PORTRAIT GALLERY

Between Light and Shadow Portraits by Stuart Campbell

Stuart Campbell's portraits record the actors, directors and writers of the cinema renaissance of the 1980s known as the Australian New Wave.

Stuart Campbell (1951–2009), born in Ballarat Victoria, studied at Swinburne Technical College in Melbourne where his love affair with photography began. In 1972 he moved to Sydney and studied at the National Institute of Dramatic Art. After graduation Campbell played on stage with major theatre companies and appeared in a number of films including *Caddie* (1976) and *Starstruck* (1982), and on television in *Cop Shop* and *Patrol Boat* among others.

Campbell had modest success as an actor, but excelled as a photographer. In the early 1980s he began taking sensitive portfolio portraits for his friends. These included actors such as Mel Gibson, Colin Friels and Judy Davis, and filmmakers Gillian Armstrong and Peter Weir. Campbell stayed faithful to the sensuous darks and lights of black and white film, valuing the richness and honesty of the medium. Other photographic projects included taking the notorious male centrefolds for *Cleo* and celebrity portraits for *Vogue*.

"Stuart Campbell's gifts as a photographer were many but what made him unique was his ability to disarm his subjects with outlandish wit, shocking them out of their self-consciousness so that they revealed more of themselves than they had ever intended"

- author and friend, Lee Tulloch.

When: 30 April - 17 July 2011

Where: National Portrait Gallery



FYSHWICK PHOTOGRAPHIC EXHIBITION AT PHOTOACCESS

by Andrée Lawrey and Barb Smith



3 Yallourn St by Andrée Lawrey



Newcastle Street (I) by Barb Smith

We are delighted to be presenting *Fyshwick* at the Huw Davies Gallery at PhotoAccess in the Manuka Arts Centre from 14 to 31 July 2011. The exhibition brings together personal photographic projects documenting

and celebrating Canberra's oldest industrial suburb over time.

As photographers and long term Canberra residents, we both find Fyshwick a challenging yet fascinating photographic subject, well worth documenting for both aesthetic and historical reasons. Barb began photographing Fyshwick 20 years ago for an art school project; Andrée started work in early 2010, initially as a contribution to a book project, *North and South Canberra – A Southside Camera Club Perspective* (available from www.Blurb.com).

Having begun our projects quite independently, we continued to work separately throughout the capture phase, but collaborated closely on the final selection and presentation of our images. Barb used a manual Nikon film camera and 35mm perspective control lens throughout her project, while Andrée used full-frame DSLR, an assortment of lenses, adding a supplementary mini-series captured with her iPhone in the last few weeks of shooting. We both kept post-processing to the bare minimum needed to produce the best possible prints.

We hope our *Fyshwick* exhibition will show this utilitarian but essential suburb in a new light and persuade Canberra residents to appreciate the visual feast it has to offer.

IMMINENT CHANGE AN EXHIBITION BY SUSAN HEY OPENS 26 AUGUST 6PM

Imminent Change is an emotional response to the environs of the Coppins Crossing area of Canberra. It celebrates its forever changing states, its beauty and its spirituality.

Imminent Change, illustrates a sense of belonging to the landscape and shows the artists passion for the environment. Susan has preserved it by studying it, drawing it, and by recording it on canvas.

The paintings will be presented in a diverse range of mediums, including oil, acrylic, pastel, mixed media, encaustic, and felt.

Opening dates

28 August - 11 September 2011

Opening Night

Friday 26 August 2011 at 6 pm

Exhibition Hours

Monday to Friday 9 am - 5 pm

Sundays 11am - 3 pm

CSIRO Discovery

Clunies Ross Street

Acton ACT 2601

Australia

photoaccess
presents in the
HUW DAVIES GALLERY

Fyshwick

Andrée Lawrey and Barb Smith

You are invited to the opening
6 pm Thursday 14 July
by Linda Groom
Former Curator of Pictures, National Library of Australia

Exhibition runs until 31 July

10 am - 4 pm Tuesday to Friday
12 - 4 pm Weekends
HUW DAVIES GALLERY is located at Manuka Arts Centre
Manuka Circle Griffith ACT
www.photoaccess.org.au
ph: 02 6295 7810



Fyshwick



Andrée Lawrey



Barb Smith

DIGITAL IMAGING SPECIAL INTEREST GROUP

Convenor Graeme Kruse

Dates - Fourth Wednesday of every month:
July 27, August 24, September 28, October 26 & November 23.

The meeting format is:

- Main topic
- Break for a cup of tea, chit chat and socialising
- Show and tell (images - print or digital - that show the application of the previous meeting's Main Topic)

JULY DIGITAL SIG MEETING

Burns Club, Wednesday, July 27, 7.30pm

Topic – Layer Masks - what are they? How to create them, save them and their use in enhancing/editing your image.

Show and Tell - Merging images to create a High Dynamic Range (HDR) image.

CLUB OFFICE BEARERS

Position	Person	e-mail address	Phone (ah):
President	Shane Baker	shane@sb.id.au	6231 0965
Sec/Treasurer	Ian Cole	icole@grapevine.com.au	
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