

F22: Southside Camera Club Newsletter

October 2010



October Club Meeting - 7:30pm Thursday 14th at the Canberra Irish Club, 6 Parkinson Street, Weston

2010 PROGRAM

PRESENTATIONS

Month	Presentation & Coordinator	
14 th Oct	Using flash	Claude Morson
11 th Nov	Underwater photography	Giles West & Jenny Thompson
9 th Dec	AGM + Show and Tell	

EXCURSIONS

Month	Excursion & Coordinator	
Oct	Wee Jasper area	Kim Barnabas
Nov	Orroral Valley Homestead	Ken Crawford
Dec	Barbeque Details to be advised	

TOP 10 SIGNS YOU ARE OBSESSED WITH PHOTOGRAPHY

10. You can actually tell what kind of camera someone is using from over 30 feet away.
9. You have tried to claim "Photoshop" as a medical expense because it's good therapy.

8. When planning a vacation, your main concern is finding a hotel that offers wifi so you'll be able to upload your photos to the web, daily.
7. You own more than one camera bag even though you only have one camera.
6. You refer to cleaning up after dinner as "post-processing the kitchen."
5. You can't remember the date of your best friend's birthday, but you know all the specs of your camera and lenses by heart.
4. When attending a wedding, you are more interested in what the photographer is doing than what the bride and groom are doing.
3. When you see a photo of a model, you find yourself more interested in what lighting was used and how much processing may have been done.
2. You understand that 22 is actually smaller than 5.6
1. When gazing upon a beautiful landscape you think to yourself, "That's lovely, but it could use just a bit more saturation!"

INDUSTRY NEWS

FIRMWARE & SOFTWARE UPDATES

SIGMA PHOTO PRO SOFTWARE 4.2 FOR WINDOWS AND SIGMA PHOTO PRO 4.2 FOR MACINTOSH DOWNLOAD.

The Sigma Corporation is pleased to announce that SIGMA Photo Pro 4.2.0.0 (3599) for Windows and SIGMA Photo Pro 4.2 (1046) for Macintosh is available for download.

Users of DP series and SD series cameras can now download the latest Sigma Photo Pro software.

Benefits of the Sigma Photo Pro software update

SIGMA Photo Pro 4.2.0.0 (3599) for Windows
Compatibility with RAW file of DP1x

The preferred 'Adjustment Mode' setting can be selected as a default in the Preference Settings menu.

SIGMA Photo Pro 4.2 (1046) for Macintosh
Compatibility with RAW file of DP1x

The preferred 'Adjustment Mode' setting can be selected as a default in the Preference Settings menu.

SIGMA Photo Pro 4.2.0.0 (3599) for Windows and
SIGMA Photo Pro 4.2 (1046) for Macintosh is
available for download at the following site.

<http://www.sigma-sd.com/SD15/photopro.html>

<http://www.sigma-sd.com/SD14/software/spp/>

<http://www.sigma-dp.com/DP2s/photopro.html>

<http://www.sigma-dp.com/DP2/photopro.html>

<http://www.sigma-dp1.com/software/spp/>

Software

FUJIFILM UPDATES MYFINEPIX STUDIO SOFTWARE

FUJIFILM

MyFinePix Studio ver.2.0 For Windows 7 / Vista / XP

This software is for installing MyFinePix Studio ver.2.0. If you have already installed MyFinePix Studio to your PC and your PC is connected to internet, you don't need to install this MyFinePix Studio.


- 1) The new functions below(excerpt) are added to MyFinePix Studio ver.2.0.
 - a) Connect two 3D movies.
 - b) Cut a portion of 3D movie.
 - c) Divide a 3D movie to two 2D movies.
 - d) Divide a 3D still image(MPO file) to two JPEG images.
 - e) Photobook function. (MyPhotobook folder,Virtual Photobook)
- 2) This software doesn't include USB driver and RAW file converter.
- 3) MyFinePix Studio doesn't have the function to make prints with date.
- 4) Make sure the system requirements below for MyFinePix Studio.

This software is available only for Windows 7 / Vista / XP.
If your PC environment doesn't meet the system requirements, especially the graphic

processing unit(GPU), you cannot use some of MyFinePix Studio functions.

- 5) The specification of MyFinePix Studio is subject to change without any notice.
- 6) 3D still images cannot be searched in the Scene setting in the SmartSearch.

ACDSEE PRO ENTERS BETA FOR PC V4 AND MAC V1.4

Following the successful redesign of the ACDSee  professional photography workflow software last year, ACD Systems International Inc. sets its sights on expanding the application's fast and flexible capabilities even further with the launch of the beta test version of ACDSee™ Pro 4 this fall. The company expects thousands of professional photographers to participate in the ACDSee Pro 4 beta period and provide feedback in the development process, similar to the 10,000 testers who helped shape the current version.

"The top themes we continuously hear from our users during beta tests revolve around saving time and customizing workflow, so those will again be top priorities for Pro 4," said Cam Carmichael, product manager for ACD Systems. "Beta testing is the best way to gather feedback to make sure we are continuing to deliver on our promise of a fast and flexible workflow tool at a tremendous value." When ACDSee Pro 4 beta testing opens this fall, photographers will be invited to evaluate these new features:/.lk nb

Workflow-Accelerating Metadata Tools

- Metadata Working Group compliance.
- New, workflow-accelerating tools for viewing and managing metadata.
- Greater interoperability of metadata.

Map View with Geotagging

- New map view available in both Manage and View mode.
- Map view enables users to easily geotag items, view items on the map, use the map to select groups of files for further workflow steps and use the map to select images for display in View mode.

Improved RAW Processing

- Improved performance and quality of RAW processing

Improved Processing of All Image Files

- Wider color space for best possible color preservation.
- Improved performance and usability enhancements.
- Vignette correction.

- Chromatic aberration correction and defringing.

Availability

ACDSee Pro 4 beta testing will launch in Fall 2010.

ADOBE PHOTOSHOP ELEMENTS 9

Adobe has released version 9 of its popular Elements program.



Photoshop Elements 9 delivers powerful tools that make it easy to create extraordinary photos, quickly share your memories in Online Albums and unique print creations, and automatically organise and help protect all your photos and video clips.

- Make every photo look its best with easy-to-use editing options.
- Make photo books, cards, calendars and other creations that look just the way you want.
- Quickly share photos in fun, interactive Online Albums and on your iPhone.
- Automatically organise all your photos and video clips from one convenient place.

EQUIPMENT

MICROEVF ELECTRONIC VIEWFINDER FOR HDSLR CAMERAS

The microEVF is the first electronic viewfinder designed from the ground up specifically for HDSLR cameras. The microEVF is not just a bulky repurposed LCD monitor:

microEVF



and incredible affordability.

It is designed specifically for the needs of HDSLR emphasizing compact lightweight design, superior power consumption,

The popularity of HDSLRs such as the Canon 5D MKII for video and motion photography has skyrocketed in recent years, but the camera body is not ideal for video. The first generation of solutions for monitoring currently available –attaching an optical viewfinder to the back of the camera’s LCD screen –severely limit placement of the viewfinder and camera body and eliminate possibility of using additional monitors for camera assistants or directors. The new Redrock microEVF is an external electronic viewfinder that connects to the camera body and can be placed anywhere for maximum comfort and stability, and can be part of a multi-monitoring solution. The microEVF uses a custom made state-of-the-art backlit LED fitted in an attractive, ergonomic housing. The microEVF is not limited to HDSLR cameras: it can be used on any video camera that provides HDMI output.

microEVF Features

- Compact, lightweight electronic viewfinder
- High resolution full-color display – greater resolution than the rear LCD on Canon EOS camera bodies
- Fully coated optics
- Adjustable focusing diopter
- **Built-in HDMI loop-through for supporting additional monitors**
- Oversized soft rubber cinema-style eyecup
- standard HDMI input connector
- Industry-standard 15mm rod pin: Viewfinder positioning infinitely configurable with Redrock support accessories
- Lightweight design requires minimal support - can be mounted from lower rails, top rails, or shoe-mounted rails
- Compatible with any HDSLR or videocamera that provides HDMI out (5D MKII, 7D, T2i, 1D MKIV, Nikon D3s, Nikon D3100, Nikon D7000, Panasonic AF100, etc.)

UNLEASHED DX000 WIRELESS DIRECT GEOTAGGING – FOR NIKON’S D3100, D5000 AND D7000



The Dx000 (spoken “D-X-thousand”) version of the Unleashed offers all the functionality that the original did, but comes in a new form factor. It is

only 5mm flat, fits beautifully on the side of the camera and connects wirelessly to any Bluetooth® GPS receiver.



Features

- Completely wireless geotagging solution
- Very compact, light and unobtrusive device directly on the side of the camera
- Compatible with all modern [Bluetooth® GPS receivers](#)
- Compatible with Nikon D3100, D5000 and D7000 (also works with D90 if turned upside down)
- Low power consumption
- Fast connection time
- Remote release via Bluetooth® with Holux M-1200E special firmware
- Remembers last known position on GPS signal loss or Bluetooth disruption

COSINA ANNOUNCES F AND K ADAPTERS FOR SONY NEX

Cosina has announced Voigtlander-branded adapters to connect Nikon F and Pentax K mount lenses with Sony NEX-5 and NEX-3 camera bodies.



They provide only a mechanical connection between the lens and body, so only lenses with a manual aperture ring will be fully compatible. Priced at ¥19,800 (~ \$235), the F mount adapter is currently available, while the Pentax version will start shipping from October 10, 2010.

Click through for further information on the Cosina website (in Japanese) and a list of compatible lenses.

PENTAX'S FIRST MEDIUM-FORMAT DIGITAL SLR CAMERA IS COMING



PENTAX Imaging

Systems is pleased to announce that the PENTAX 645D interchangeable lens, medium-format digital SLR camera will be launched in the UK in December 2010.

The PENTAX 645D has been developed to provide super-high-resolution images, produced by large image sensors, to serious landscape and outdoor photographers. It combines exceptional image quality with excellent manoeuvrability and outstanding reliability to simplify professional-level outdoor photography. With the incorporation of a large, high-performance image sensor (measuring 44mm by 33mm) and PENTAX-original image-processing technology, the 645D produces extra-sharp, super-high-resolution images with approximately 40 effective megapixels. The PENTAX 645D is also compatible with all existing PENTAX 645 lenses for an easy move to digital for existing PENTAX 645 owners. The PENTAX 645D will be available from early December 2010.

Recommended Retail Price:

£8999.99 (body only)

£9999.99 for the kit (inc. 55mm SDM 645 lens)

HASSELBLAD INTRODUCES NEW DIGITAL BACK FOR V-SYSTEM CAMERAS

24/09/2010 V-System users now have an additional option for turning their cameras into a powerful digital capture device with the new 50 megapixel CFV-50.

Transitioning from film to digital imaging is easy for V-System users thanks to the introduction of the CFV-50 - a 50 megapixel back with a sensor that is twice the size of the best 35mm full-frame DSLRs on the market today. The CFV-50 marks the third digital solution for the V-System community, building upon the successful releases of the CFV-16 and the CFV-39.



Hasselblad CFV-50

In order to ensure an almost seamless conversion to digital, the CFV-50 was custom built to match the design and functionality of the V-cameras. Compatible with virtually all existing V-cameras, including the 202FA/203FE/205FCC models, the CFV-50 offers cable-free operation and optimized integration between back, body and lens.

While easy to use, the CFV-50 offers a number of advanced features including Hasselblad's DAC lens correction technology for most of the V-System Carl Zeiss lenses. DAC completely corrects for distortion, lateral chromatic aberration and vignetting in exactly the same way as it does for the H-System lenses. Additionally, the CFV-50 takes advantage of the Hasselblad Natural Color Solution, which uses one generic profile and, therefore, delivers accurate colors straight out of the box. The digital back offers flexibility as well, with square and horizontal format options.

Optimum portability and image storage are critical for the professional photographer. The Hasselblad CFV-50 offers a choice of CF card storage or tethered operation. With these operating and storage options, the photographer is able to select a mode that suits the nature of the work at hand, whether in the studio or on location.

The CFV-50 is available for 11,990 Euro (+tax).

APTINA TAKES A BOLD NEW STEP INTO DSLR MARKET WITH NEW APS-C FORMAT 16MP IMAGE SENSOR

Aptina, introduced its high-performance, feature-rich APS-C format 16 megapixel (MP) MT9H004 image sensor. Engineered specifically to enable the high image quality demanded by professional photographers, the new MT9H004 sensor offers high sensitivity, low dark current, and low readout noise in addition to 16MP still image capture at 10fps. Leveraging the company's latest dynamic response (DR) pixel technology innovation, called Aptina™ DR-Pix™ technology, the new APS-C format imaging solution delivers a 5dB increase in signal-to-noise ratio (SNR) under low-light conditions without sacrificing the performance in high-light environments, where it can achieve a max SNR of 47dB. Aptina's new solution also offers advanced features, such as live view video support, and stunning 1080p/30fps high-definition (HD) video recording.

Until recently, the performance and image quality requirements for DSLR camera applications have been a barrier to entry for most standard CMOS image sensors. With its unique pixel technology innovations, the new Aptina MT9H004 is an attractive alternative for applications in this growing marketplace. In fact, analyst firm TSR estimates CMOS image sensor shipments for the DSLR market to be 12.5 million in 2013, up from 4 million in 2007, with much of this growth coming from the emerging compact mirrorless segment of the market.

"Designed by our Japan design center to provide the highest image quality possible, our new APS-C format sensor delivers the maximum signal-to-noise ratio across all scene lighting and ISO speed conditions," said Junichi Nakamura, Aptina's Japan Design Center Director. "The positive reception our sensor has received from DSLR camera makers underscores the SNR and inter-scene dynamic range performance we've been able to achieve."

"For our new high-performance APS-C format 16 Megapixel CMOS image sensor, the DSLR camera opportunity over the next few years is tremendous," said Sandor Barna, General Manager of Aptina's Camera Business Unit. "Our new sensor is only the first step in our effort to secure a prominent position in this exciting market."

Aptina DR-Pix Technology
Aptina's innovative approach to improving low light

performance without compromising image quality utilizes a dynamic response pixel, called Aptina DR-Pix technology. Aptina DR-Pix technology combines two modes of operation in one pixel design – low conversion gain mode for large charge handling capacity in bright scenes and a high conversion gain mode with increased sensitivity and low read noise for low-light scenes. The result is a sensor, like the company's 16MP MT9H004, that offers the best possible noise performance over all ISO speed conditions. For more information, visit Aptina's website at www.apgina.com/products/technology/apgina_dr-pix.jsp

LENSBABY INTRODUCES TILT TRANSFORMER FOR MIRRORLESS CAMERAS

Lensbaby has introduced the 'Tilt Transformer' adapter that allows Nikon lenses to be mounted on Micro Four Thirds or Sony NEX cameras to give tilt effects. In addition, the company has also announced the 'Composer with Tilt Transformer' that allows users to mount the company's Optic Swap system lens and accessories on the Tilt Transformer. Priced at \$250 and \$350 respectively, they are available now for Micro Four Thirds cameras, followed by the the Sony version later this year.



SIGMA SD1 CRAMS 46 MILLION PIXELS ONTO CROP-FRAME CHIP

Sigma's new flagship SD1 SLR stands out from the flood of camera announcements at the Photokina show. Why? It is a monster, a crop-sensor camera with 46 megapixels crammed onto its imaging chip.

The trick here is that the sensor uses Sigma's Foveon tech. This stacks red, green and blue-sensitive pixels on top of each other, allowing accurate color-capture at each pixel-site. Compare this with conventional sensors which pull color information from adjoining pixels and averaging it to work out the actual colors. Sigma's method should give better color accuracy and sharper images.

Because of this stacking, though, Sigma's pixel-counts are effectively one third of the claimed figure if you count actual Sigma dots on the photos. In the past, this has made Sigma's specs look rather



pathetic, with the claimed 15MP of its SD15 coming closer to 5MP. With this new 46MP behemoth Sigma is

saying a big "screw you" to everyone else. Even 15MP sensor is great these days.

Elsewhere, the specs are fairly pedestrian. There are just 11 autofocus points and the 3-inch LCD has only 460,000 dots compared the the 900,000 found in any other flagship camera (including compacts).

Read More <http://www.wired.com/gadgetlab/2010/09/sigma-sd1-crams-46-million-pixels-onto-crop-frame-chip/#ixzz11x05RxZD>

SIGMA APO MACRO 150MM F2.8 EX DG OS HSM

The **Sigma APO MACRO 150mm F2.8 EX DG OS HSM** is a large aperture medium telephoto macro lens which incorporates Sigma's original Optical Stabilizer function. The successor to the APO MACRO 150mm F2.8 EX



DG HSM, introduced to market in October 2004, offers the latest optical design technology and weather-resistant design throughout for use in harsh conditions. A floating focusing system 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. Three SLD (Special Low Dispersion) glass elements provide excellent correction of all types of aberrations and the Super Multi-Layer Coating reduces flare and ghosting. This lens has superior peripheral brightness and provides sharp and high contrast images even at the maximum apertures. Equipped with Sigma's own proprietary OS (Optical Stabilizer) function, this lens offers the use of shutter speeds approximately 4 stops slower than would otherwise be possible. The HSM (Hyper Sonic

Motor) ensures quiet and high speed autofocus as well as full-time manual focus capability. This lens has a rounded 9 blade diaphragm creating a smooth blur to the out of focus areas of the image. It is also possible to use this lens with Sigma's optional APO Tele Converters.

SIGMA APO 120-300MM F2.8 EX DG OS HSM

The **Sigma Corporation** is pleased to announce the new Sigma APO 120-300mm F2.8 EX DG OS HSM. The successor to the APO 120-300mm F2.8 EX DG HSM, introduced to market in July 2005, this new lens offers the latest optical design technology.



This large aperture zoom lens features Sigma's OS (Optical Stabilizer) function and weather-resistant design throughout for use in harsh conditions. One SLD and Two FLD glass elements are used for maximum correction of chromatic aberrations. The super multi-layer lens coating reduces flare and ghosting, and the lens design incorporates an inner focusing and inner zooming system to ensure sharp images throughout the entire zoom range. Improved optical performance provides excellent correction of sagittal coma flare, and ensures ultra-high resolution, comparable to a fixed focal length lens. The OS function offers the use of shutter speeds approximately 4 stops slower than would otherwise be possible. This system enables hand held tele-photography. Incorporation of HSM (Hyper Sonic Motor) ensures quiet and high speed AF, while allowing full-time manual focus override.

The rounded 9 blade diaphragm creates an attractive blur to the out of focus areas of the image.

The addition of the optional APO TELE CONVERTER produces an ultra telephoto zoom lens with AF.

SIGMA ELECTRONIC FLASH EF-610 DG SUPER

- Powerful light output with a Guide number of 61.
- Designed to work with all popular cameras.
- Illumination covers a focal length from 24mm to 105mm. (Also covers 17mm when the built in Wide Panel is used).
- Advanced features such as modeling flash and wireless TTL flash are included.

The **Sigma Corporation** is pleased to announce the launch of the new **ELECTRONIC FLASH EF-610 DG SUPER**.

The **EF-610 DG SUPER** features a powerful Guide Number of 61 and is designed to work with the latest TTL auto exposure systems of all popular digital and film SLR cameras. The autozoom function automatically sets the optimum illumination angle in accordance with the lens' focal length in a range from 24mm to 105mm. When the built-in Wide Panel is used, the flash can cover an angle of 17mm. For bounce flash, the flashgun head can be tilted up by 90 degrees, to the left by 180 degrees, or to the right by 90 degrees. It can also be tilted down by 7 degrees allowing ease of use for close-up photography. Among the advanced features of this flash is a modeling flash function, multi-pulse flash, TTL wireless flash, FP (high speed) flash, rear-curtain Synchro flash and manual flash mode, which allows the photographer to set the flash power level by up to eight stops. The Auto Power-Off function automatically shuts off the LCD panel to help save battery power. When the flashgun is fully charged, a confirmation 'ready' light will be emitted.



FUJIFILM UNVEILS FINEPIX X100 LARGE-SENSOR COMPACT

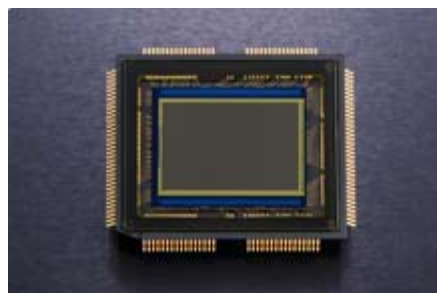
Fujifilm has announced the X100, a large-sensor compact camera aimed at



professional and enthusiast photographers. Based around a 12Mp APS-C CMOS sensor, Fuji EXR processor and 23mm F2 Fujinon lens (equivalent to a 35mm semi-wideangle), the classically-styled camera features traditional analogue controls for shutter speed, aperture and exposure compensation. Of particular note is the new 'hybrid' viewfinder system which allows the user to switch between optical and electronic viewfinders and project detailed shooting information into the OVF. The spec is rounded off by 720p HD movie recording, a 460k dot 2.8" LCD, flash hot shoe, and magnesium alloy top and base-plate castings. The camera will be available from early 2011



NIKON RELEASE THE D7000



Newly developed Nikon DX-format CMOS sensor

Approx. 16.2 effective megapixels. Newly developed Nikon DX-format CMOS sensor realizes stunning image details and a wide sensitivity range of ISO 100 to 6400. [more](#)



Magnesium alloy employed for the body/Superior weather-resistant and anti-dust capabilities

Light and durable magnesium alloy used for top and rear covers. Connected parts and various points are

LEICA INTRODUCES SPECIAL EDITION M9 TITANIUM

Leica has announced a special edition of its M9 rangefinder in a titanium finish. Designed by automobile designer Walter De'Silva, it features an attached metal finger loop covered with leather for carrying and shooting purposes and a special lens hood with four slits to prevent obstruction of the viewfinder. The Titanium edition will be available at a suggested retail price of just £19,800.



SCHNEIDER-KREUZNACH TO SHOW DSLRS TILT-SHIFT LENSES

German manufacturer Schneider-Kreuznach will be unveiling two tilt-shift lenses in Canon, Nikon, Sony Alpha and Pentax K-mount at Photokina 2010. The PC-TS Super-Angulon 2.8 / 50 HM and PC-TS Makro-Symmar 4.0 / 90 HM allow ± 12 mm of lateral shift plus 8 degrees of tilt, with directions of the tilt and shift to be rotated independently of each other. The company has also announced a similar 120mm medium format TS lens for the Mamiya and Phase One systems.



securely sealed, achieving high weather-resistant and dust-prevention performance. [more](#)



AF system featuring high-density 39 focus points

Incorporates Multi-CAM 4800DX autofocus sensor module with 39 focus points. 9 cross-type sensors cover the most frequently used center area. [more](#)

- Approx. 16.2 effective megapixels. Employs newly developed Nikon DX-format CMOS sensor. [NEW] [...more](#)
- New image-processing engine "EXPEED 2" that achieves high image quality, high-speed image processing, multi functions and efficient energy saving. [...more](#)
- Wide sensitivity range of ISO 100 to 6400, expandable to Hi 2 (ISO 25600 equivalent). [...more](#)
- Newly developed AF system featuring 39 focus points including 9 cross-type sensors in the center of the frame. [NEW] [...more](#)
- Scene Recognition System with improved accuracy by utilizing newly developed 2,016-pixel RGB sensor. [NEW] [...more](#)
- Full HD (1,920×1,080, 24p) movie-recording function "D-Movie", compatible with external stereo microphone featuring high image quality and operability. [...more](#)
- Viewfinder employing glass pentaprism features approx. 100% frame coverage and approx. 0.94x high-magnification. [...more](#)
- Light and rugged magnesium alloy employed for top and rear covers. Secure sealing achieves superior weather-resistant and anti-dust capabilities. [...more](#)
- Double SD card slots, SDXC compatible. [NEW] [...more](#)
- Multi-Power Battery Pack MB-D11 that employs magnesium alloy for exterior cover features seamless switching of power feeding with the battery of the D7000. [NEW] [...more](#)

NEW NIKKOR LENSES

AF-S NIKKOR 35MM F/1.4G FAST, WIDE-ANGLE LENS WITH SWM AND NANO CRYSTAL COAT



Key Features

- Fast 35mm lens with a maximum aperture of f/1.4
- Superior optical performance achieves high-resolution images with natural picture blur
- Nano Crystal Coat virtually eliminates internal lens element reflections to effectively reduce ghost and flare
- Silent Wave Motor (SWM) ensures quiet AF operation with superior subject-tracking ability
- Refined MF driving mechanism reduces focus time lag and improves operational ease in M/A mode

AF-S NIKKOR 200MM F/2G ED VR II FAST TELEPHOTO LENS WITH VIBRATION REDUCTION II AND NANO CRYSTAL COAT



Key Features

- Fast 200mm lens with a maximum aperture of f/2
- Vibration Reduction (VR II) provides the equivalent of a shutter speed approximately four stops faster; two modes are available - Normal and Active
- Nano Crystal Coat virtually eliminates internal lens element reflections to effectively reduce ghost and flare
- Three ED glass and one Super ED glass elements are used for effective lens aberration correction
- Three focus modes are available - A/M, M/A and M

OLYMPUS E-5 PROFESSIONAL DSLR ANNOUNCED

OLYMPUS' NEW D-SLR FLAGSHIP IS TOUGH AS THEY COME: THE PROFESSIONAL E-5



Olympus announced the E-5, a new digital single lens reflex (DSLR) camera that builds on the company's tradition of innovation to meet the rigorous demands of professional photographers and experienced amateurs. In recent years, Olympus has changed the DSLR marketplace by pioneering groundbreaking features, including the first 100 percent digital-specific lenses, the award-winning Supersonic Wave Filter Dust Reduction System, the first Full-Time Live View system and a completely splashproof and dustproof magnesium alloy DSLR body. Olympus continues this legacy by pairing these technologies with several new breakthrough features developed for the E-5 camera, providing further proof that Olympus lets you capture it all.

- **Superior Image Quality:** The E-5 camera achieves the highest image quality of any

Olympus camera by pairing a 12.3 megapixel High-Speed Live MOS Sensor with a TruePic V+ image processing engine that boasts new "Fine Detail Processing" technology for greater detail in the photograph. Optimized to maximize the performance of the Zuiko® Digital Lenses, Fine Detail Processing takes digital photography to the next level.

- **270 Degree Swivel LCD:** A 3.0-inch dual axis swivel HyperCrystal® LCD with 920,000 dots makes it easy to frame High Definition (HD) videos and still images at any angle from low to high and side to side to ensure accurate composition.
- **Limitless Creativity:** Ten in-camera Art Filters including new Dramatic Tone round out this DSLR's impressive feature set. For the first time, photographers can use Art Filters in all shooting modes, program auto, shutter priority, aperture priority and manual modes and movies with expanded control. Both still and movie capable, the E-5 camera offers HD video in an E-System DSLR for the first time.

"The E-5 camera combines the E-System's legendary durability, reliability and professional image quality with HD video, multi-exposure and creative art features of the PEN® series," said John Knauer, senior marketing manager, Digital SLR, Olympus Imaging America Inc. "Wherever you're shooting, the rugged splashproof design of this camera will capture excellent images and video and withstand any rough conditions you might encounter."

Superior Image Quality

The E-5 camera utilizes a unique combination of cutting-edge technologies to deliver the highest image quality in the Olympus family. Together with its 12.3 megapixel High-Speed Live MOS image sensor, the Olympus TruePic V+ Image Processor produces clear and colorful photos using all the pixel information at an individual pixel level to provide the best digital images possible. The increased detail is due to the new Fine Detail Processing technology, utilizing a sophisticated algorithm to deliver all the information from each pixel for greater detail than shots taken on other cameras with the same number of pixels. The image processor is noted for accurate natural color, true-to-life flesh tones, brilliant blue skies and precise tonal expression; it also lowers image noise in photos

shot at higher ISO settings (ISO 100 to ISO 6400), enabling great results in low-light situations.

To prevent image blur caused by camera shake, the E-5 camera employs in-body Mechanical Image Stabilization to compensate for camera movement up to 5 steps EV and delivers blur-free images taken with any of the ZUIKO® DIGITAL lenses available for the camera. Moreover, built-in Image Stabilization works with not only long focal length lenses, but with wide, ultra-wide and even fisheye lenses, permitting long exposures during low-light and night scene settings with sharp, stabilized results.

Head-Turning High Definition Video

Shooting video is as easy as ever with the new Olympus E-5 camera. The camera captures all the action in crisp 720p HD video at 30 frames per second. With more than 20 Four Thirds® lenses, people can shoot video with a selection of lenses ranging from an extreme wide-angle fisheye lens to a super telephoto lens for a variety of expressive options. Photographers can capture great stereo sound quality by plugging any microphone with a standard 3.5mm jack into the camera's stereo microphone terminal. A built-in microphone also records clear monaural audio.

3.0-inch dual axis swivel HyperCrystal® LCD

Whether composing still images or HD video, photographers will appreciate the E-5 camera's 270 degree dual axis swivel 3.0-inch Live View LCD because it covers all the viewing angles from low to high and side to side, ensuring accurate composition and providing opportunities for creativity. Real-time image monitoring of white balance and exposure enables greater creative control of settings. The LCD displays 920,000 dots in vivid color and includes HyperCrystal® technology, which offers many times the contrast of conventional LCD monitors for easier viewing in both preview and playback modes. It also provides a wide viewing angle ensuring that images can be composed from even the most obscure angles.

Tremendous Durability and Reliability

The E-5 camera's sealed lightweight "thixomold" magnesium alloy chassis is completely splashproof and dustproof for optimal performance with pro lenses on expeditions to the most extreme environments on the planet. A

durable shutter mechanism with the lifespan of 150,000 exposures meets the demands of serious photographers. The E-5 camera's large optical viewfinder provides a 100 percent accurate view to ensure photographers do not miss a shot.

The E-5 camera also features an award-winning built-in Dust Reduction System that eliminates spots from photos with the exclusive Supersonic Wave Filter. This year, the system won the prestigious Asahi Shimbun Invention Prize in the 2010 Japan National Invention Awards. The patented ultrasonic technology physically vibrates to remove dust and other particles from the front of the image sensor, and captures the debris on a special adhesive membrane every time you turn on the camera. It can even remove dust attached by intermolecular force that cannot be removed by physical vibration or by discharging static electricity. These spot-free photos liberate users from hours spent retouching photographs at the computer or sending their cameras back to the manufacturer to remove dust trapped inside.

Unlimited Creativity

Olympus pioneered easy-to-use in-camera art filters for still images captured inside its E-System DSLRs. It was the first company to offer the ability to apply art filters to HD video recordings captured with the PEN® E-P1 camera. Now, the E-5 camera continues this tradition of innovation with 10 user controllable in-camera art filters, including one new filter: Dramatic Tone.

The Dramatic Tone art filter represents real space in a more imaginary way by applying unrealistic tones of light and darkness based on local changes in contrast. This new filter is a welcome addition to the Pop Art, Soft Focus, Pale & Light Color, Light Tone, Grainy Film, Pin Hole, Diorama, Cross Process and Gentle Sepia filters previously available on the E-30, E-620 and PEN® series cameras.

For the first time, photographers can use Art Filters in all shooting modes: shutter priority, aperture priority, manual and program auto modes for expanded control. The filters can all be applied to both still shots and Standard Definition or HD movies. Whether you're a videographer, documentarian or established director – or just want to shoot like one – Art Filters set your images and videos apart from the

pack. Since they're built into the camera, you can achieve dramatic results on the go without the need for computer or editing software.

With the E-5 camera's Multiple Exposure function for still image capture, you are free to tell a visual story your way, whether in portrait or landscape orientation, or a combination of both. The image capture options allow you to combine four shots. Shoot one shot, then another and combine them in real time, or capture two to four shots separately and combine them in the camera later.

The E-5 camera is also equipped with an internal Digital Level Sensor that detects the camera's pitch and roll with indicators in the optical viewfinder, on the control panel and during Live View operation. This Digital Leveler is a tremendous benefit for architectural photographers who must ensure that images they take of buildings are as centered and true as the walls of the buildings themselves. Rather than spend time rotating an image in computer software, you can use the camera's Digital Leveler to make sure your subjects are where they should be in the frame.

Whatever you create, it will be easy to display on the big screen. When you're ready to share your work, just plug the E-5 camera into any HD television using the camera's HDMI output with an HDMI cable and show it off.

Great Performance

Intuitive controls and fast performance are essential for capturing the moment without missing a shot. Besides its direct access buttons for quick access to camera menus, the E-5 camera offers the fastest AF speed in the world when coupled with the ZUIKO® DIGITAL ED 12-60mm f2.8-4.0 (24-120mm equivalent) Supersonic Wave Drive Lens to ensure fast focus for clear, sharp photos.* The E-5 camera has a Twin cross type (fully biaxial) 11-point AF sensor, based on proprietary Olympus micro-sensing technologies that achieve equally effective performance on both the vertical and horizontal axis. With most biaxial sensors, performance on the vertical and horizontal axes is not equal, and there is often a perceived difference in response time when using different lenses. However, unlike systems that respond at nominally lower f-stop values simply by boosting sensitivity, the E-5 camera's AF sensor features a houndstooth pattern phase detection sensor

layout that uses micro-lamination technologies to achieve superior real-world performance. The 11 AF target points on the E-5 can be selected to work individually or dynamically in combination with adjacent target points.

The E-5 camera also features five frames-per-second continuous shooting and a 1/8000 second top shutter speed required for shooting situations when you are capturing fast-moving subjects.

Wireless Flash Control

The E-5 camera is compatible with a range of optional external flashes, including the Olympus FL-36R and FL-50R. The E-5 camera can control both of these flashes wirelessly so you can dynamically control lighting as your photography skills grow. The E-5 camera features a commander function incorporated in its built-in flash, making wireless multi-flash photography possible without using an outside commander. The E-5 camera can control up to three wireless flash groups independently, and control of multiple flashes is possible even in an environment in which both the FL-50R and FL-36R are used simultaneously. In addition, the E-5 camera's Super Control Panel display makes it possible to enter and check all of the selected items on the LCD. This ensures excellent operability and mobility.

Memory

Accepting both CompactFlash Type I UDMA and SD cards (SDHC/SDXC compatible), the camera provides a choice of data storage options for enhanced flexibility, and it is possible to transfer image files from one card to the other right inside the camera. Class 6 or higher SD cards are recommended for optimal movie shooting.

Availability

The Olympus E-5 camera will be available in October 2010. It includes the E-5 Body, USB Cable, Video Cable, Li-Ion Battery Pack (BLM-5), Li-Ion Battery Charger (BCM-5), Shoulder Strap, OLYMPUS software CD-ROM, Manuals and Registration card.

* The autofocus speed of the E-5 camera combined with the ZUIKO® DIGITAL 12-60mm (24-120mm equivalent) f2.8-4.0 SWD lens was measured during in-house testing by Olympus and is based on similar available lenses for digital SLR cameras as of September 14, 2010.

PENTAX RELEASES INEXPENSIVE DA 35MM 1:2.4 PRIME


Pentax has released the SMC-DA 35mm 1:2.4 AL, a lightweight inexpensive 'normal' prime for its APS-C SLRs. With an angle of view roughly equivalent to a traditional 50mm standard lens, it becomes one of the lightest SLR lenses available at a mere 124g, and is also compact at just 45mm in length. The design includes a hybrid aspherical element to minimise aberrations, and has a minimum focus distance of 0.3m. It will be available from mid-October at a price of \$219.95 / £179.99



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WHAT'S ON



**IN THE SPOTLIGHT
ANTON BRUEHL PHOTOGRAPHS 1920S–1950S**



Anton Bruehl *Portrait of Marlene Dietrich, reflected* 1935 USA, made possible with the generous support of Anton Bruehl Jr, 2006 National Gallery of Australia, Canberra Gift of American Friends of the National Gallery of Australia, Inc., New York, NY,

From his studio in New York, Australian-born Anton Bruehl created inventive and perfectly realised colour photographs for Condé Nast magazines such

as VOGUE. His work ranges across advertising, images of stars of stage, screen and socialites to his personal photography in the classic documentary tradition.

[View more](#)

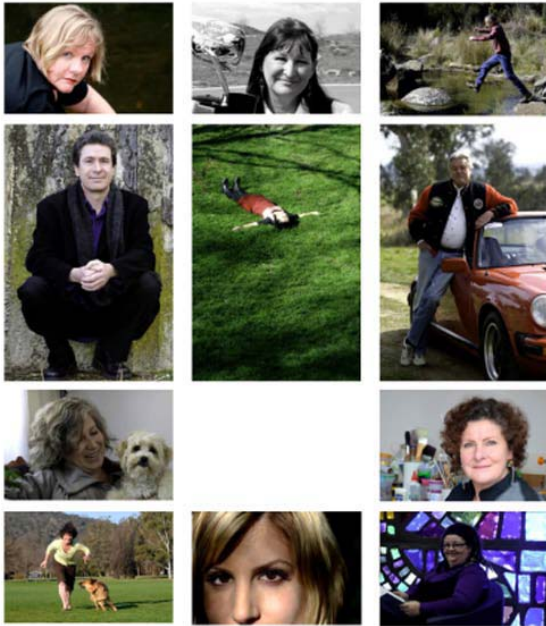
When: 23 October 2010– 6 February 2011

Where: Orde Poynton Gallery



[MOVING MINDS AND MINDFULNESS](#)

**HUW DAVIES GALLERY Multimedia Room 10
October –21 November 2010**



This collection of short films and portraits is the result of collaborations involving Mental Illness Education ACT, PhotoAccess and Tuggeranong Arts Centre.

PhotoAccess is proud of its record in community projects and we were very pleased to work with MIEACT early in 2010 on the short film project Moving Minds assisted by generous funding from ACT Health Promotion Grants. Jenni Savigny provided artistic direction and coordinated the project for MIEACT. Ed Whalan and Katie Ryan gave creative and technical support for PhotoAccess and Barbie Robinson made the portraits shown as Mindfulness. Ultimate credit for the success of the project goes to Matt, Annie, Greg, Jenni, Charmaine, Michael, Rosie, John, Lisa, Isabel, Laurie, Jo and Jacqui whose moving and honest stories make up Moving Minds. Moving Minds is published at www.mieact.org.au

We are pleased to be able to show Moving Minds and Mindfulness in the HUW DAVIES GALLERY at the Manuka Arts Centre for Mental Health Week 2010.



When: 16/10/2010 - 16/10/2010, 0800 - 1700

The Murrumbateman Field Days is on again, this October 16 and 17, 2010.

Now in its 31st year, the Murrumbateman Field Days in the Canberra region's biggest small farm event – showcasing more than 400 exhibitors over two big days and with lots of fun and activities for the whole family. Located at Murrumbateman, on the Barton Highway between Canberra and Yass, the field days bring together all the information, supplies and services that are essential for operating a small rural holding.

This year's event will include:

- farm machinery of all types
- water tanks
- specialty foods
- trees and plants
- a range of clothing
- farm and workshop tools
- community and support groups
- helicopter rides
- vintage tractor and machinery displays
- vintage tractor pull
- patting paddock
- sheep dog demonstrations
- shearing demonstrations
- chainsaw art
- Rural Fire Service display
- adventure trail, face painting and balloons for the kids
- Demonstration kitchen

Details

Dates: Saturday 16 and Sunday 17 October

Venue: Murrumbateman Recreation Ground, Barton Highway, Murrumbateman

Hours: 8am-5pm Saturday and 8am-4pm Sunday

Admission: adults \$15 per day, children 6-16 years \$2 per day; adult weekend pass \$25, family weekend pass \$50.

Parking: Free

Venue: [Murrumbateman Recreation Ground](#)

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Newsletter Editor	Warren Hicks	hicks@netspeed.com.au	6288 3689

PHOTOSHOP SIG MEETING TOPICS 2010

Date	Topic	Presenter	Location	Comment
28 October	tba			
25 November	tba			

NB: Each meeting will include a Tips and Tricks segment, where members will informally share useful information they have picked up in the recent past.

Convenor: Shane Baker – shane@sb.id.au – 6231 0965

Ideas for presentations:

- Printing in monochrome
- White balance
- Channels
- Selections

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