



## **Newsletter - November 2007**

*As part of our ongoing support of the photographic trade in Western Australia, we are sending out issue 12 of our newsletter to keep you up to date with specially priced, high quality offers exclusive to our newsletter subscribers.*

*We will also let you know of any interesting new stock coming in or changes in the camera supply world. We believe this will be mutually beneficial and hopefully will enable us to offer you even better service and superior products.*

*Looking forward to seeing you soon, if you have any further queries please do not hesitate to contact us.*

***Kind Regards***

***The Camera Electronic Sales and Service Team.***

We must apologise firstly to all our newsletter subscribers for not maintaining our newsletter on a regular base. This problem has been rectified and regular newsletters will be sent out at least once a quarter.

### **In-Store News:**

We would like announce that there have been some major development changes at Camera Electronic Sales & Service.

**Camera Electronic Team** - We would like to officially welcome Anton Taminiau, James Proffitt, Jim Schultz, James Than-Tun, Daniel Ward and Adam Del Borrello to our Sales and Service team.

- Anton Taminiau has several years experience as a Photo Journalist.
- James Proffitt is currently studying photography at TAFE as well as working with us.
- Jim Schultz has over 15 years experience in the retail photo industry and has been shooting landscape and wildlife professionally for 20 years.
- James Than-Tun was the Western Australian Canon Professional Photographic Service person and was with Canon for over 17 years. He brings a wealth of knowledge in Canon servicing to our team. If you have any Canon service problems please come in and see James.
- Daniel Ward is a technician in our Service Department and studying electronics at TAFE.
- Adam Del Borrello is studying photo at Curtin University and has several years experience as a fashion and commercial photographer.

**Online Shopping** – Our online shopping system is now live and running. We are still in a testing phase and would appreciate your patience with any teething problems and reports of faults/errors that you may encounter while browsing our online store. Please do not email about the images we are aware there is a problem and it is being fixed. You can visit our online shop at the following address. <http://shop.cameraelectronic.com.au>

Camera Electronic Sales & Service are moving forward into the 21<sup>st</sup> century. Over the next few months Camera Electronic will be redesigning the shop floor and putting many new and exciting displays. We will be bringing you new and creative products from around the globe.



# CAMERA ELECTRONIC SALES & SERVICE

230 Stirling Street, Perth W.A. 6000 Tel: (08) 9328 4405 Fax: (08) 9227 6728

Established 1971

[www.cameraelectronic.com.au](http://www.cameraelectronic.com.au)

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[sales@cameraelectronic.com.au](mailto:sales@cameraelectronic.com.au)

As part of this redesign we now have a new studio lighting display. Including Bowens, Elinchrom, Pocket Wizard and much more.

We also have the largest range of tripods, bags and hard cases in Western Australia. Some of the brands include Gitzo, Manfrotto, Fancier, WF, Induro, Slik, Benbo, Arca-Swiss, Lowepro, Tamrac, Crumpler, Storm, Pelican and B+W (Germany)

As part of the redesign there is also a new and improved Leica display with lots of exciting and new products on display, many at more affordable pricing than ever before.

***Please come in and check out the range.***

We are now the Hasselblad digital stockist for Western Australia. We have a 39MegaPixel hire unit available at \$700.00 inc GST per day plus 15% insurance premium. There is a large range of equipment in the Hasselblad digital range including digital backs that will fit Hasselblad bodies back to the 500C. For a full demonstration from one of our trained staff please call us on 9328-4405 or email us at [sales@cameraelectronic.com.au](mailto:sales@cameraelectronic.com.au) to organise a time.



We have been a Nikon Professional Dealer for the last 30+ years. We have a massive range of Nikon stock on display and available for purchase in store.



## **Industry News:**

**Leica** – New Leica M8 (rangefinder) digital camera

**Leica** – New Tri-Elmar lens 16-18-21mm

**Leica** – New Leica D-Lux 3 digital compact camera

**Nikon** – New Nikon D300 digital camera. Delivery Mid November, *(Please register your interest to get in early)*

**Nikon** – New D3 full frame digital camera. Delivery Mid November, *(Please register your interest to get in early)*

**Camera Armour** – New camera armour for selected digital camera models

**Sandisk** – New extreme 4 memory cards and card readers now available

**Elinchrom** – We are the Western Australia complete stockist of Elinchrom lighting systems

**Hasselblad** – NEW H3D (mk2) version release. Improved viewing screen of 3inch. New GPS module has been released for all H series cameras. Firmware upgrades available from the Hasselblad website.

**Hasselblad** – NEW Phocus software is in beta testing for the Hasselblad digital camera images. Only available to view Hasselblad images. New looking interface with easy of identifying and viewing images. Fully customisable interface.



**Extended Warranty** – We are now offering extended warranty on all new and second hand equipment purchased. Prices start from **\$55** for a 1 year warranty. Please ask in store with your next purchase. Extended warranties are available on selected items of our online shop.

## **INTERNET PRICING**

Please note that if you have seen a price on the internet that is much cheaper than the Australian market price please contact us and we will do our best to contact our suppliers to match or even beat the price. Don't get caught with a camera or lens that is not covered by warranty.



## **Film Transfers**

Camera Electronic now offer a conversion service for 8mm, super 8, 16mm and video to DVD, come in or phone for a quote.

## **Service Department**

The Camera Electronic Service Department has a wealth of experience with all repairs/servicing for the photographic industry of all brands.

We have now doubled our warranty period on repairs/service and now offer 6 months warranty on all repairs/servicing.

**Available Now:** All you digital SLR enthusiasts please be aware we offer CMOS/CCD sensor cleaning from \$55.00 with a 2-3 hour turn around, if you require your cleaning even quicker than this, you can pre book to get it done while you wait.

**Available Now:** Have an old SLR camera which has been neglected? Bring any SLR camera in for a basic clean and service – light seals, battery check, mirror foam, shutter speed check and light meter check \$115.00

**Discount Available:** Don't forget to mention if you are a camera club member, student or pensioner will receive a huge 15% off any labour involved in your service or repair. Not valid with monthly specials.

**Trade In** - Come in and see us to trade your old broken camera towards any purchase in-store.

**Service Agents** - We are now the service warranty agents for the following brands.

- Elinchrom
- Pocket Wizard
- Polaroid Passport Cameras
- Arca-Swiss
- Voigtlander

- **No Job Too Big Or Small**
- **Analogue Or Digital**
- **Enlargers To Processors**
- **Cine Equipment**
- **Quotes Available**

- **Insurance Quotation Available**
- **Prototypes Manufactured To Order**



## **Hire Department**

Our hire department is always finding ways to improve itself to bring to you the current and latest hire equipment within the photographic industry.

If there is anything that you would like to see added to our hire department that we do not already have listed please email [howard@cameraelectronic.com.au](mailto:howard@cameraelectronic.com.au) and we will let you know the outcome.

Please see our website or ask in-store for a full price list.

Discounted rates apply for multiple day hires ask in store for details.

### **New To Hire Fleet**

- Hasselblad H3D – 39MP digital camera kit - \$700.00 per day + 15% insurance
- Elinchrom – Ranger AS Kit (1100w battery pack kit)
- Elinchrom – 600 RX Kit
- Elinchrom – 400 FX Kit
- Elinchrom – D-Lite 4 Kit
- Elinchrom – Skyport Kit (radio transmitter)
- Bowens – Gemini 500w Travel Pack
- Pocket Wizard – (radio transmitter)
- DSLR from \$88.00/day
- Lenses from \$33.00/day

### **New Agencies**

- Elinchrom – Complete Western Australia stockist of all Elinchrom flash equipment
- Camera Armour – Complete stockist of all Camera Armour camera protection system
- Kentmere – Complete stockist of all Kentmere Black and White papers
- Induro – Carbon fibre tripods and tripod heads
- Stroboframe – Australia stockist of Stroboframe
- Pocket Wizard – The highly renowned wireless flash transmitters
- Prat – High quality, affordable albums and folios
- Panodia – High quality, affordable albums and folios
- Prolong – High quality, affordable albums, folios and storage boxes



**Specials and New Items**

**Huge Specials on Tamrac Bags**

**Tamrac - Expedition 4**

RRP \$190

Special \$125



**Tamrac - Expedition 7**

RRP \$299

Special \$215



**Tamrac - Expedition 8**

RRP \$345

Special \$245





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**Tamrac - Cyberpro Flyer w/wheels**

RRP \$330

Special \$245



**Tamrac - Cyberpro Express**

RRP \$379

Special \$299



**Tamrac - Cyberpack Backpack w/wheels**

RRP \$399

Special \$325



**JOBO - Gigavue 40GB digital storage device – ½ price Special \$499**



**Books** – All books 15-20% off

**Iford** – Iford Galerie A4 boxes of 25 on special \$24.95ea

**Albums and Folios** – NEW range of Digital FotoFrames in store now. Sizes 7inch Wide, 8inch, 10inch and 12inch. Prices start from \$99

**Second Hand** - Nikon D2x Mint in box

\$3,999.00



*Up to 70% off selected Sigma lenses, please see in-store or phone for details*

All prices quoted are inc GST

### UP – Coming Events



#### **Fotofreo Fringe Festival - 2008**

Date: 5<sup>th</sup> April 2008  
Venue: check website for venue  
Time: TBA  
Exhibition Runs: TBA  
Further Details: see the website  
Website: [www.fotofreo.com](http://www.fotofreo.com)

**Workshops** - Following the success of our recent Leica, Nikon and Pentax workshops, Camera Electronic will be doing more workshops over the next years, please email [howard@cameraelectronic.com.au](mailto:howard@cameraelectronic.com.au) to let us know if you are interested in attending future workshops and if there is any brand or subject you would like us to consider doing a workshop on.

For any up-coming events that you would like us to publish please email [mailmaster@cameraelectronic.com.au](mailto:mailmaster@cameraelectronic.com.au)