



THE CESCO TIMES - *photo news for photo people*

IN THIS ISSUE – NEW EVERYTHING! PEOPLE/PRODUCTS/PROMOTIONS!

Camera Electronic Service Company has a whole raft of new equipment heading to Perth. In the next few months you will be able to enhance your photography with:

PROFOTO -Sweden's premier studio lighting line. Look at the goodies on their website: www.profoto.com. CESCO will be featuring units for hire as well as for sale.

NEW NIKON - the new FX D700 body – the new SB 900 flash- fabulous Perspective Control Nikkor lenses – new 200-400mm telephoto lens. Check out our online shop for updated prices – note that you CAN pre-order these new items. No long waiting while the rest of Australia gets ahead of you!

NEW ZEISS - the ultimate in prime lens precision for NIKON cameras – see the 100mm Makro Planar and the 28mm Distagon in-store right now.

SPYDER - colour management and calibration solutions to give you what you want all the way through your digital workflow. If you have an eye for colour, SPYDER will delight you.

NEW CANON – CESCO will be increasing and improving the range of CANON bodies, lenses, and accessories for sales and hire – ask to see the flashes – they integrate beautifully with the CANON bodies and work with each other. CESCO will also be featuring wide format CANON printers and the materials to print fabulous images.

CESCO SPECIALS

HERE is a great chance to save your memory! CESCO will cut 25% off the price of memory cards from now until the end of August. We have premium-quality SAN DISK cards in CF and SD formats – with plenty of added extra features and accessories – in all the useful sizes – 2,4,8, and 16 Gb. Now is the time to stock up on extra memory – dedicate a set of cards to each of your cameras.

WHO

New people in the shop – come in and chat to SAM PEREJUAN about digital photography – he and CATHERINE SHARLAND have a vast experience with the new systems. UNCLE DICK STEIN, on the other hand, is the chap to talk to about large and medium format matters. ANDREW WELLS is our hire-department whiz-kid – ask him about studio lighting, lenses, and dedicated digital camera kits.



Don't forget that ERNEST, DANIEL, and JAMES are always on call to clean, tune and repair your photographic equipment. No need to suffer dirty sensors, sticky shutters, or uncertain focussing – your kit can be as responsive as your imagination all year round.

BAGS

Have we got the bag for you! Actually we've got dozens of 'em – new stocks of KATA, TENBA, and ARTISAN & ARTIST bags have arrived. These are in addition to our large range of BILLINGHAM, LOWEPRO, and other fine brands. Rainy weather need not frighten Perth photographers – CESCO also has a supply of dedicated bag covers, camera rain wraps, and even waterproof DSLR cases for the beach.

If you need even sturdier housing for your photo gear consider one of the STORM hard cases – there are specials right now at very special reduced prices.

VIRTUOUS REALITY

Or is that virtual....? You know – the thing where you put your DSLR on a precise turntable and make beautiful panoramas. We have new MANFROTTO and NOVOFLEX sets that make camera movement smooth and easy. Balance these on new MANFROTTO or INDURO tripods and see how easy it is! Popular programs in most image-editing suites enable you to automatically stitch pictures together for full coverage of the largest landscapes.

You may want to support these new panorama heads on a classic ball head. We have a full range of INDURO, ARCA-SWISS, SLIK, and BENBO as well as massive MANFROTTO heads. There is one for every size camera.

WHEN

When will we see the new HASSELBLAD 50 megapixel digital camera – we don't know yet, but when we do you can bet we'll let you know. The current 39 megapixel H3D-2 produces some of the smoothest and most detailed images to be seen in professional digital photography – come into CESCO and see some of the results. We can hardly wait to see the results of the new camera.

REMEMBER: You don't have to take our word for it – hire the HASSELBLAD H3D-2 for your next premier shoot and see the difference it can make to your photography.

HOW

How to do it? Come and ask us. We might not know but we know people who do....and remember YOU may have a much better photo idea we can learn from.

For a little more formal learning (and a lot more informal fun), CESCO is planning workshops for different photo equipment brands in the coming year. Ask the LEICA users how the last one went – perhaps there will be a HASSELBLAD WORKSOP in your future. Email us to let us know what workshops you would like.



LEICA NOTES

LEICA fanciers have even more reason to purchase a new M8 now – in addition to a fabulously low price for the next 5 buyers - \$ 5500 for a digital body – they will receive a PORSCHE DESIGN pen designed to replicate the stainless steel mesh fuel line of the PORSCHE sports car. We can't sell these pens but you can get one as a gift – the perfect complement to the perfect German camera.

CASHBACK

That is a lovely word – and the people at NIKON know it. For the next little while they are offering substantial cash refunds for purchasers of NIKON D3 and D300 camera bodies as well as selected lenses. This is your time to buy into one of the world's premier DSLR systems – a system that can grow and develop as your own skill improves. NIKON cameras make money for money-making photographers – always have and always will. Now you can join them. SA the CESCO staff for the details of the offer, but remember that your chance to get \$ 300 back in your account ends on August 31, 2008.

SEKONIC

With the sophisticated in-built meters in the modern DSLR we sometimes forget that there are other ways of measuring exposure. The little printed chart on the side of the film box – or squinting up at the sun and estimating – or running off to the internet and asking a forum....

Or buying a new SEKONIC meter – we have a range of meters from tiny clip-on to sophisticated spot meters. Colour temperature and flash meters as well - the modern programmed meter makes the most complex calculations easy. Every studio that uses flash – particularly with medium or large format film – needs to be able to accurately predict their lighting ratios and levels. Sekonic meters do not cost – they save – save money, save time, save reputations.

FILM

Yes.

Yes, indeed. Yes, we have film, and stocks are coming in all the time. Please rush in for some remarkable bargains (up to 50% off) on Kodak and Fuji 5x4 sheet film. Also Fuji B/W instant pack film – it scans beautifully. Plenty of 120 Pro - packs as well, and all cold and fresh. Lovely....

COME ON DOWN TO CESCO, CHECK OUT THE AMAZING NEW SHOP LAYOUT!

We're open from 8:30 to 5:30 weekdays and 10:00 to 1:00 Saturdays. We'd love to see you and talk photography. 230 Stirling Street, Perth and there's plenty of parking out the front. Or ring us on 08 9328 4405. Email us at sales@cameraelectronic.com.au or visit our website www.cameraelectronic.com.au or take a long look at our online shop at <http://shop.cameraelectronic.com.au> – you will be sure to find something you fancy....