



NEWSLETTER 7 OCTOBER 2004

As part of our ongoing support of the photographic trade in Western Australia, we are sending out issue 7 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.

NEWS:

We must announce that Orah has left Camera Electronic Service and we are pleased to welcome Jon Robson who is our new member to the Sales Team. We wish Orah all the best in her future endeavours and welcome Jon.

CHRISTMAS AND NEW YEAR: As this will be our last newsletter for 2004 we would like to take the opportunity to wish all our customers Merry Christmas and have a safe Happy New Year. We look forward to seeing in 2005. Also come in for our Christmas Specials.

COMING LATE-OCTOBER - Digital Workstation: Our digital workstation is finally arriving. A brand NEW Apple Macintosh G5 IMAC computer, 20inch thin/flat screen, 160GB HDD, 1GB RAM and Combi Super DVD/CD burner to name a few items. We will be putting in an Epson 2100 printer (A3+), Nikon LS-50 scanner (35mm only) and an Epson 2450 scanner (35/120/5x4 size). Our digital workstation is available for rent. *(Please call for pricing).*

LINHOF: Due to the Lack of supply from Germany, our 617s III will be arriving early December as a welcome addition to our hire fleet.

SITE UNSEEN: The FujiFilm Site Unseen book entries have now closed. The book is in printing and we look forward to seeing on the opening night. Also the website www.siteunseen.com.au will be launched on the same night. Opening Night: Woodside Plaza Friday November 5th 2004

HASSELBLAD – IMACON MERGE: Hasselblad, the world leader in medium format cameras, has announced the merge with Imacon, the world leader in medium format digital camera backs, to bring to consumers an all in one solution of film and digital medium format camera all in house.

KONICA MINOLTA MERGE: Konica, a world leader in consumer products, has announced the merge with Minolta, a world leader in 35mm cameras, to bring to the consumer & professional market an all in one solution. You will now see cameras badged with the Konica Minolta logo.



CASIO DIGITAL CAMERAS: We now have in stock the Casio digital cameras. Come in and have a look at the exciting range. Casio EX-Z40 and EX-P600 (Winner of the EISA 04 Award) are two of the models we stock and are 4 and 6 megapixel respectively.

NIKON DIGITAL: We now have in stock the Nikon Coolpix range of digital cameras. Come in and have a look at the exciting range. Nikon Coolpix 5700, 5400, 5200 and 2200 along with the D70 and D2H cameras.

KONICA MINOLTA: We now have in stock the Konica Minolta range of digital cameras. Come in and have a look at the exciting range. Konica Minolta A2 digital camera, Z10 and Z3 digital cameras and the Dynax 7 digital camera body.

PHOTOKINA: As some of you may be aware Photokina is on again. For those of you who do not know what Photokina is it is the biggest Photographic Trade Show in the world, held in Germany every two years. Suppliers come along and show the new products they have been working on. The following is a list of products that has already been announced in past three to four weeks. Photokina starts on the 28th of September and ends 3rd October.

CANON: Canon has released a range of products for the consumers to professional market.

- Canon EOS 1Ds MK2 digital camera

The EOS-1Ds Mark II is the 16.7 megapixel successor to the EOS-1Ds which was announced almost exactly two years earlier. Carrying on from the EOS-1Ds the Mark II has a full size 35 mm (36 x 24 mm) sensor which means it introduces no field-of-view crop, an 18 mm lens on this camera will provide exactly the same field-of-view as it would on a 35 mm film camera. At first glance it's clear to see that Canon has stuck (as they did with the EOS-1D Mark II) with the same body and control layout.

- Canon EOS 20D digital camera

The Canon 20D digital camera boasts a huge 8.2 megapixel digital capture. 9 point AF area, 5fps for up to 23 frames in jpeg. It supersedes the Canon 10D digital camera.

- Canon EOS EF-S 17-85mm f4.5-5.6 IS USM lens
- Canon EOS EF-S 10-22mm f3.5-4.5 USM lens

Canon's two new lenses are designed for digital cameras. The Canon EF-S 17-85mm lens on the digital camera converts to 27-136mm while the Canon EF-S 10-22mm converts to 16-35mm

- Canon Powershot Digital Ixus 40 digital camera

Canon Powershot Digital Ixus 40 digital camera has a 4.1 megapixel digital capture. It has a 35-105mm (3x) optical zoom lens. It takes the new Secure Digital cards for media storage.



- Canon Powershot G6 digital camera

Canon Powershot G6 digital camera has a 7.1 megapixel digital capture. It has a 35-140mm (4x) Optical zoom lens. Still takes the Compact flash card type 1 and 2.

- Canon Powershot Digital Ixus i5 digital camera

Canon Powershot Digital Ixus i5 digital camera has a 5.2 megapixel digital capture. It has a fixed 39mm lens. It takes the new Secure digital cards for media storage.

- Canon Powershot Digital Ixus 30 digital camera

Canon Powershot Digital Ixus 30 digital camera has a 3.3 megapixel digital capture. It has a 35-105mm (3x) Optical zoom lens. Still takes the Compact flash card type 1 and 2.

- Canon Powershot A95 digital camera

Canon Powershot A95 digital camera has a 5.2 megapixel digital capture. It has a 35-114mm (3x) Optical zoom lens. It takes the new Secure digital cards for media storage.

NIKON: Nikon have released a range of products for the consumer to professional market.

- Nikon F6 35mm film camera

Nikon F6 35mm film camera replaces the F100 and the F5 film cameras. It has all the features of the F5 but with a NEW 3D colour matrix 2 metering head, iTTL metering for flash (only with the SB-800 and SB-600 speedlites), 11 point autofocus and continuous high speed shooting of 5.5fps (8fps with the multi booster) and more.

- Nikon D2X digital camera

Nikon D2X digital camera has a 12.2 megapixel digital capture. The sensor has gone back to Sony but using a CMOS sensor which Canon digital cameras use. 5fps at full resolution and then knock your cropping factor on the lens down to 2x and you can record 6.8 megapixel images at 8fps!

- Nikon Coolpix 8800 digital camera

Nikon Coolpix 8800 digital camera has a 8.3 megapixel digital capture. It has a 35-350mm (10x) Optical zoom with VR (vibration reduction) and using Nikons world famous ED glass optics.

- Nikon Coolpix 8400 digital camera

Nikon Coolpix 8400 digital camera has a 8.0 megapixel digital capture. It has a 24-85mm (3.5x) Optical Zoom.



- Nikon SB-800 Speedlite

Nikon SB-800 Speedlite encompasses Nikon's new iTTL system as well as wireless infrared technology that allows the flash to fire your other SB-800 and SB-600's. It also has the great new metal foot.

- Nikon SB-600 Speedlite

Nikon SB-600 Speedlite encompasses Nikon's new iTTL system as well as wireless infrared technology that allows the flash to be fired by your SB-800 and D70's. It also has the great new metal foot.

PENTAX: Pentax have released a range of products for the consumer market.

- Pentax ist Ds Digital Camera Body

Pentax *ist Ds Digital Camera Body has a 6.1 megapixel matching all your K mount lenses.

It stores all its data on SD type memory cards and displays them all on a huge 2.0" LCD Screen.

- Pentax Optio 750Z Digital Camera

Optio 750Z Digital Camera is the new compact 7.1 megapixel camera from Pentax. It holds a 38-188mm (4.9x) zoom and stores JPEG and TIFF files to SD Cards.

- Pentax Optio X

The Optio X is possibly the slimmest release from Pentax at 18mm thick. It has a twist body with a huge 2" TFT LCD and has a huge 5 Megapixels and 3x optical zoom

KONICA MINOLTA: Konica Minolta has released a range of products for the consumer to professional market.

- Konica Minolta Dynax 7 digital camera body

Konica Minolta have entered the hot DSLR market with the Dynax 7D. A 6 megapixel digital SLR accepting nearly all the range of Minolta AF lenses. The Dynax 7D also features anti-shake enabling existing Dynax lenses to benefit from the new technology. First shipments are expected an Australia end of October or early November.



VOIGTLANDER: Voigtlander has released a range of products for the consumer to professional market.

- Voigtlander Bessa R3A camera body

The new Bessa R3A Rangefinder camera has a new, very quiet, electronic shutter with speeds from 1 – 1/2000 plus Bulb and 8-1/2000 on AE. It is an M mount body so you can fit the wonderful range of Leica lenses to such a great priced body. The only body on the market with a 1:1 Finder fitting M lenses. A great body to fit to Voigtlander's new 40mm f1.4 Nokton Lens.

MAMIYA: Mamiya has releases exciting new product for the professional market

- Mamiya ZD Digital SLR

Handling all your Mamiya 645AF lenses, it pushes out an incredible 22 megapixels. Stores all your images onto a Compact Flash or SD memory cards and wrapped up in a reasonably sized, 35mm SLR styled package.

- Mamiya ZD Digital Back

Fitting Mamiya 645AFD & Mamiya RZ-67 Pro IID, it features a 36x48mm 22 Megapixel CCD storing RAW, JPEG or Both onto your choice of SD or Compact Flash Cards.

LEICA: Leica has released a range of products for the professional market.

- Leica R8- R9 digital camera back

A great new hybrid product from Leica. If you want the ease of digital and can't quite let go of that fresh Velvia 100F why not have the best of both worlds. This 10 megapixel back is removable from the camera so you can have film and digital on one camera. The crop factor on lenses is a minimal 1.37x and has sensitivity levels from ISO 100 – 1600. It stores RAW, TIFF and JPEG files on SD Cards and transfers to your computer via a Firewire connection. Weight is no issue either with your R9 weighing just 1395g with the back and batteries.

- Leica a'la carte

Fancy a new M7 or MP Leica body but want to have that personal touch. Leica have launched a new web based facility where you pick almost every detail of your new body from paint finish to type of leatherette.

- Leica Entry Sets

Ever wanted to get into the wonder system that is Leica, but just couldn't justify the money? Now you have no excuses. For just \$5795 you can buy an M7 with a 50mm f2 Summicron OR an R9 with a 35-70 Lens. That wonderful Leica quality at affordable prices. (Mention this advert for free LEICA UV filter)



HASSELBLAD – IMACON: Hasselblad - Imacon has released a range of products for the professional and consumer market.

- Hasselblad H1D camera.

This model is a medium-format DSLR at its best. The 22 Megapixels sensor is 37x49mm. This allows the pixels to capture the dynamics of virtually any light situation to create a noticeable improvement over smaller format digital capture.

There is no need for CF cards, micro drives or other storage media. In the studio the H1D can be tethered to a Mac or PC computer. The H1D includes a separate 40Gb Image Bank that safely and rapidly stores all images. Up to eight hours of constant computer-free shooting is provided from a single charge. Up to 850 images can be stored each viewable on the two inch colour preview display that also offers image browsing and ultra fast zooms. Back in the studio, a computer displays an automatic contact sheet, allowing active image browsing with a 100 images transferred every 2.5 seconds.

- Zeiss Ikon 35mm camera.

Zeiss Ikon is back! With a 35mm Rangefinder system that fits Leica M Mount lenses. They have a range of Zeiss Lenses from a 15mm f2.8 Distagon to an 85mm f2 Sonnar that will go straight onto your Leica M Body. Available Early 2005 – An exciting new system.

- Hasselblad Ipress Digital Backs

Exciting times for Medium Format Digital! 5 New Digital backs to suit most medium format systems. Two 16 Megapixel 645 Backs, Two 22 Megapixel 645 Backs and a 16 Megapixel 6x6 Back for their V System of cameras. Huge sensor sizes reducing the lens multiplication and very promising outlook on this new adventure into digital medium format.

- Film Scanners

2 Film Scanners from Hasselblad with possibilities to scan 5x4 images as well as images as wide as 6x18cm. Impressive. Massive image quality coupled with Imacon's virtual drum scanning design will surely give some stunning results

FUJIFILM: FujiFilm has released a range of products for the professional market.

- Fuji Finepix S3 Digital Camera

The new sensor produces 12.34 million effective pixels in 6.17 locations, combining 6.17 million high-sensitivity S-pixels and the same number of low-sensitivity R-pixels. Thanks to a newly developed image processor, the FinePix S3 Pro achieves exceptional image quality with a fourfold increase in dynamic range over non-SR Super CCD sensors, rich colour reproduction, high signal to noise ratio (lower noise at higher sensitivities) and tonality that was previously impossible to generate with digital cameras.



- Fuji E Series Digital Camera

Fujifilm launched a new range today in the shape of the E series, which is characterized by 'wide zooms, large LCD screens and a competitive price'. The new models include the 4.1 megapixel FinePix E500 and the 5.2 megapixel FinePix E510. Both have 28-91mm equivalent wide-angle lenses, 2-inch LCDs, a sturdy hand grip, a pop-up flash and are, Fujifilm says, "sure to bring even the most hardened sceptic round to digital photography". They also offer movies with sound and are PictBridge-compatible.

OLYMPUS: Olympus has released a range of products for the professional market.

- Olympus E-300 four thirds Digital Camera

Olympus today announced the second ever Four Thirds System digital SLR, the new E-300 (to be known in North America as the 'Olympus EVOLT E-300'). This digital SLR features an eight megapixel 4/3 size CCD, it has unique TTL Optical Porro Finder (mirrors instead of glass prisms) viewfinder which uses a sideways swinging mirror system. Although Olympus hasn't yet announced pricing we can derive from the specifications and design that this camera will be aimed at point lower than the E-1, in the consumer D-SLR market.

- 1GB XD Cards

- Olympus ED lenses

In conjunction with the announcement of the E-300 Olympus has also today announced three new Four Thirds System zoom lenses; ED 7 - 14 mm F4.0 (2x), E 14 - 45 mm F3.5 - F5.6 (3.2x) and E 40 - 150 mm F3.5 - F4.5 (3.8x). On the E-1 or E-300 these lenses will produce an equivalent field of view of 14 - 28 mm, 28 - 90 mm and 80 - 300 mm respectively. In addition Olympus has also improved the as yet to be released ED 150 mm F2.0 by fitting a faster AF drive unit.

- Olympus C-7000 Digital Camera

Olympus has today announced the 7.1 million pixel C-7000Z / C-70Z. The metal-bodied camera offers a high res movie mode, 5x optical zoom, RAW file captures as well as full manual control. Super close up shots can be achieved with the 2cm macro mode and viewed on the 2-inch LCD.

IN STORE NOW: Canon EOS 20D digital camera which I am sure most of you have heard about. 8.2megapixel digital camera at 5 frames a second. Available in two kits and body only.

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.



SERVICE DEPARTMENT

AVAILABLE NOW: All you digital SLR enthusiast please be aware we offer CMOS/CCD sensor cleaning at very affordable prices.

AVIALABLE 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 \$110.00

DISCOUNT AVAILABLE: Don't forget to mention you are a camera club member to receive a huge 15% off any labour involved in your service or repair

- NO JOB TOO BIG OR SMALL
- ANALOGUE OR DIGITAL
- ENLARGERS TO PROCESSORS
- CINE EQUIPMENT
- QUOTES AVAILABLE
- INSURANCE QUOTATION AVAILABLE

**NIKON – CANON – LEICA – HASSELBLAD – MAMIYA – BRONICA - OLYMPUS
CONTAX - PENTAX – SIGMA – TAMRON – TOKINA – COSINA – BOLEX – ARRI
LINHOF – SINAR – GRAFLEX – HORESMAN - JOBO - LPL – MANFROTTO – SLIK –
BOWENS – ELINCHROM – SLS – INCA – HAMA – ELMO – DURST - MILLER
SEKONIC – GOSSEN – GITZO – METZ – SUNPAK – PELICAN – STORM
VELBON – ILFORD – KODAK – AGFA – FUJI – WF – LOWEPRO – TAMRAC
CRUMPLER – A-P – GILKON – DALITE – BUSHNELL – TASCO**



NEW AGENCIES

- **EmergenSee: Available October** we will have a range of EmergenSee Optical glasses in 3 magnifications and 5 different colours. Great for picking all the fine detail in your slides and prints.
 - +1.0x in Gold, Black, Blue, Red and Silver
 - +2.0x in Gold, Black, Blue, Red and Silver
 - +3.0x in Gold, Black, Blue, Red and Silver
- **Franchiseville: Available October** Franchiseville make a range of darkroom products for photo presentation. The range will include trimmers, acid free glues, touch up pens, scissors, matt cutters, brushes and more.
 - **Trimmers:** 3 different blades, metal board and ruler
 - **Glues:** 3 different thicknesses 3mm, 5mm and 15mm
 - **Photo Twins:** Comes in 12 colours and two kits
 - **Blush**
 - **Rosewood**
 - **Skywater Blue**
 - **Blue Jeans**
 - **Foliage**
 - **Golden Locks**
 - **Honeycomb**
 - **Woodland**
 - **Peach Glow**
 - **Lavender**
 - **Meadows**
 - **Greystone**
 - **Beginners Kit #2** (6 assorted colours)
 - **Beginners Set B** (6 assorted colours)
 - **Acid Free Mounting Tape:** 12.4mm x 9m (2sided)
 - **Brushes:** 3/0, 2/0 and 0 brushes
 - **Scissors:** different cutting edge
 - **Matt Cutters:** Matt cutting edges and rulers
- **Photo Glow Light Boxes – 6mm thick, 20,000 hour globe life and compact**
Imagine an image on the wall (or desk) with backlight to give a “giant transparency on a light box” effect. All that is required is a digital file and power point. This means you can use scans from prints, old neg’s and trannies or from your new digital camera.
- **Arca-Swiss** – We are now the supplier of Arca-Swiss camera equipment and accessories in Australia. (*Please call for prices*)



SPECIALS AND NEW ITEMS

- **Leica M6 TTL Camera Bodies (0.58) \$3300.00**
- **TDK 10 Pack CDR 40x \$8.95, or 10 for \$79.55**
- **TDK DVD -R 5 pack \$17.95**
- **ADOBE Photoshop Elements v2.0 Just \$69**
- **Gitzo Tripods – Specials on most of our stock. Ask for prices!**
- **NEW Seagull TLR (Twin Lens) 6x6 format camera with case \$299.00**
- **Leica M7 and R9 Entry Sets just \$5795**
- **NEW Hasselblad H1 645 AF camera (In Store Now, Also for Hire) Come in and ask for a demo.**
- **Voigtlander – heaps of Voigtlander in stock to see. The excellent quality, low cost 35mm Rangefinder system just got a whole lot better with electronic shutters, 2 new bodies and a new lens. Come in and take a peek at our range.**
- **DIGITAL PRODUCT PHOTOGRAPHY – Cocoons, Light Tents and Cube Tents with or without lights, stands and boom stands.**

**Just purchased entire darkroom collection left over from PMA show at
30-50% OFF**

Come in and view the range for huge savings

HASSELBLAD XPAN II Specials

XPAN-II with 45mm & 90mm lenses

RRP \$4995.00

Special Price \$4600.00

XPAN II Kit with 45mm

RRP \$3995

Special Price \$3849





NEW TO HIRE FLEET

- Nikon D70, 18-70mm DX lens with cards - \$100.00 per day
- Pantone Spyder – (monitor calibration) - \$33.00 per day
- Hylow Small light/product table - \$27.50 per day
- Hylow Cube Tent - \$22.00 per day
- Hylow Cocoon (medium) - \$22.00 per day
- Linhof 6x17 is coming – Due to lack of supply from Germany it will arrive by the end of the year – approx \$275.00 per day
- Hasselblad H1 645 kit - \$150.00 per day
- Fuji DPC Machine \$99.00 weekend + paper and ribbon
(Weekend Only – Do all your own prints at home for your party)

UP-COMING EVENTS

- **The 2004 WA AIPP**
Professional Photographer
of the Year Awards
& Public Exhibition
Opening Night
Friday 1st October 2004
- **Iris Awards**
Opening Night
The Photography Gallery of Western Australia
Friday 22nd October 2004
5.30pm to 7.30pm

Entries Close: Friday 8th October 2004

The Photography Gallery of Western Australia

- **Wild Heart Adventures**
Borneo Wildlife
3-15th November 2004
Enquiries: Dale Ph: 08 9430-6422
Email: dale@wildheart.com.au
- **Site Unseen**
Opening Night
Woodside Plaza
Friday November 5th
- **The Photography Gallery**
Submission Program
July – December 2004
Exhibit presented by Smoke Free WA