



**Newsletter**  
**September 2005**

*As part of our ongoing support of the photographic trade in Western Australia, we are sending out issue 9 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 Colin Feilen has left Camera Electronic Sales & Service and we wish him all the best in his future endeavours. We would also like to welcome back Bryn Donkersloot to the sales team. Bryn has been living in Sydney for the last 6 months and has moved back to Perth, please come in and say hello.

We must also apologise for missing the last newsletter. We have been extremely busy, and in future will intend to get the newsletter out every quarter as promised.

**New Second Hand Website**

We have endeavoured to bring to our customers a new listing of our second hand equipment we have in stock. The New website will be database driven and updated every Wednesday and Friday Mornings. We hope to have this facility available to our clients in the up coming months.

*Launch date aimed for Middle to End of September.*

**Camera Electronic Online Shopping**

We have also endeavoured to bring our customers an online shopping cart system for all our photographic products. The new online website will be linked of our main Camera Electronic website. We hope to have this facility up and running by the beginning of November or sooner.

**Breathing Colour – Exclusive Agent for Western Australia**

Camera Electronic Sales & Service has become the exclusive Western Australia agent for Breathing Colour. Breathing Colour most significant accomplishment to date has been the recent release of “Elegance” Fine Art and “Brilliance” Fine Art Canvas. Come in and view the complete range of Breathing Colour papers. Also FREE sample’s available to try.

For people using Breathing Colour papers and need ICC profiles please check out our website for a complete list of ICC profiles. [www.cameraelectronic.com.au](http://www.cameraelectronic.com.au)



## **Fujifilm**

We are sorry to announce that Fuji Velvia 50 film has been discontinued. The replacement for this film is Velvia 100. So there will be two Velvia films available 100 and 100f. Please do not confuse these two films. There is limited stock available of the Velvia 50 film left in Australia if you want to place an order please come in and let us know.

**NEW** Fuji Pro 160c and Pro 400h negative films have been released replacing the Fuji NPC 160 and NPH 400 films. Stock are available now!

## **Nikon D2x Pro Digital Camera**

The new Nikon D2x digital SLR camera is now available in store. With a 12.4 megapixel sensor this camera can shoot in RAW, Tiff and Jpeg. ISO range from 100-800 and can shoot continuous at 5fps for up to 19 shots jpeg. If you would like to come in and try out this camera we have a hire unit available.

## **Nikon D50 Digital SLR Camera - Available in store now!**

The new entry level Nikon D50 SLR camera is now in store available for view. With a huge 6.1 megapixel CCD sensor, 3D colour matrix 2 metering system and a 2inch LCD screen. The camera is kited with a Nikon AF-S 18-55mm DX Lens.

### **Nikon D50 Bonus Deals till 30<sup>th</sup> September 2005**

Buy a Nikon D50 with AF-S 18-55mm lens for \$1,499.00 and receive a free Nikon AF-G 70-300mm Lens valued at \$365.00

Buy a Nikon D50 with AF-S 18-55mm and 55-200mm lens for \$1,798.55 and receive a free Nikon SB-600 Speedlite valued at \$485.00

## **Canon 350D Digital SLR Camera**

The EOS 350D Digital features a newly developed, second generation, extremely low noise APS-C size 8.0 Megapixel CMOS sensor – the fourth new CMOS sensor from Canon in just twelve months. It is powered by the same DIGIC II image processor found in Canon's professional series D-SLR cameras, and features 3 frame per second, 14 frame burst operation, USB 2.0 Hi-Speed interface, simultaneous RAW and Large JPEG writing and 0.2 second start up time. The camera is more than 10% lighter and 25% smaller by volume than the EOS 300D. It is available in both black and silver finishes.

“The camera combines ease of use with many of the same compelling technologies found in Canon's professional series EOS cameras, chosen by more than 70% of pro photographers at the 2004 Athens Olympics,” observed Jensen. “For the first time, every camera in the EOS digital range now incorporates a Canon original CMOS sensor and Canon DIGIC II processor.”

## **Canon 5D Digital SLR Camera**

Canon, a leader in photographic and imaging technology, announces the 12.8 Megapixel EOS 5D, creating a new D-SLR category combining a full frame CMOS sensor with a lightweight, compact magnesium alloy body. Weighing just 810 grams, it features a second generation 35.8 x 23.9 mm CMOS sensor, 3 frames per second, 60 Large JPEG frame burst and 0.2 second start up time operation.

“The discreet full frame EOS 5D is the camera many photojournalists and agencies have been asking us for,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “It will be an indispensable piece of equipment for a wide range of professionals – from contemporary wedding to reportage photographers.”



## **Konica Minolta 5D – Available in Store Now!**

Following the release of the highly acclaimed Konica Minolta Dynax7D/ Maxxum7D comes the new Konica Minolta Dynax5D, a high-performance interchangeable-lens digital SLR camera that combines Konica Minolta's advanced technologies and greater ease of use into an even smaller and lighter design.

The Dynax5D ensures photo-imaging excellence using Konica Minolta's proprietary Anti-Shake technology, which employs an exclusive CCD-Shift mechanism to compensate for blurring caused by camera shake - even when taking photos in dimly lit scenes, in natural light with a telephoto lens, or in macro shots where extra stability is vital for a sharp shot. This innovative Anti-Shake technology not only provides the equivalent correction effect with a shutter speed 2 to 3 stops slower\*2, but also compatibility with any Dynax system lenses\*1.

## **Hasselblad H2 and H2D**

Medium format specialist Hasselblad has announced two new cameras and two digital backs based on a new digital platform that build on the success of the H1. The flagship H2 cross-platform and H2D fully integrated digital cameras and offer improved mobility, quality and workflow. They feature a highly advanced image approval and selection tool which provides a swift and easy way to select and classify images. New products in the Ixpress digital back line are the Ixpress CF and Ixpress CFH. All products will become available in the third quarter.

The H2 and H2D use an optical format much larger than 35mm, with a large format, high quality 22 Mpix CCD sensor measuring 37mm x 49mm. Coupled with an ultra bright, extra large 'H-size' viewfinder enabling better image composition, the final result is an image quality that exceeds normal expectations of medium format photography.

Hasselblad has partnered closely with Adobe to make its new products fully compatible with Adobe's raw image format DNG ('Digital NeGative'), bringing this new technology standard to the professional photographer for the first time. The DNG file format enables raw, compressed image files to be opened directly in Adobe Photoshop CS. This allows photographers to operate quickly and efficiently, reducing the "downtime" taken to process image data and enabling final images to reach the customer more quickly. Hasselblad image files now carry a full set of metadata, including capture conditions, keywords and copyright, facilitating work with image asset management solutions. For specialist commercial photographers the full productivity and creative freedom offered by Hasselblad's FlexColor workflow software is also available via importing the DNG file. The new FlexColor now allows the photographer to manipulate colour temperature and compare image details across multiple images for precise image selection.

Colour management solutions have in the past imposed limitations on professional photographers, particularly when capturing various skin tones, metals, fabrics, flowers etc. To combat this, Hasselblad has developed a new, powerful colour engine in its FlexColor workflow software. With a one camera set-up, the new optimised colour engine produces reliable out-of-the-box colour with smooth gradations, with skin tones and other difficult colours reproduced effectively.

## **ZigView**

Turn your film camera viewfinder into a digital display. This new item connects to any camera viewfinder and transfer the image into a digital display. Come in and check this item out! Available for all camera viewfinders.



## 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 enthusiasts please be aware we offer CMOS/CCD sensor cleaning at very affordable prices.

**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 \$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. Not valid with monthly specials.

- 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

- **Breathing Colour**

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- **Stroboframe**

Stroboframe are the leading manufacture of camera flash support brackets in world. After leaving Australia 5 years ago we have now secured Stroboframe for Australia again. The first shipment is on its way. If there is any item you are particularly after please let us know.

A sample of there line up of products are as follows:

- Stroboframe Flash Brackets
- Stroboframe Pro-RL
- Stroboframe Camera Flip
- Stroboframe Press-T/Pro-T
- Stroboframe Quick-Flip
- Stroboframe StroboFlip
- Stroboframe Pro-SQ
- Stroboframe Quick Release
- Stroboframe Flash Mounts
- Stroboframe Anti-Twist Plates
- Stroboframe Anti-Twist Plate Chart
- Stroboframe Ballheads
- Stroboframe Feature Chart
- Stroboframe POPS



## SPECIALS AND NEW ITEMS

- **Leica M6 TTL Camera Bodies (0.58) \$3,300.00**
- **TDK 10 Pack CDR 40x \$8.95, or 10 for \$79.55**
- **TDK DVD -R 5 pack 8x speed \$12.95**
- **Gitzo Tripods – Specials on most of our stock. Ask for prices!**
- **NEW Seagull TLR (Twin Lens) 6x6 format camera with case \$249.00**
- **Leica M7 and R9 Entry Sets just \$5,795.00**
- **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. Had price drop as the 1<sup>st</sup> August 2005**
- **Sigma EX Lenses – Price drop on Sigma EX range of camera lenses as the 1<sup>st</sup> July 2005**
- **DIGITAL PRODUCT PHOTOGRAPHY – Cocoons, Light Tents and Cube Tents with or without lights, stands and boom stands.**

**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 \$4,995.00**

**Special Price \$4600.00**

**XPAN II Kit with 45mm**

**RRP \$3,995.00**

**Special Price \$3,849.00**





## **NEW TO HIRE FLEET**

- Nikon D70s, 18-70mm DX lens with cards - \$100.00 per day
- Nikon D2x High Speed PRO DIGI SLR \$150.00 per day
- Nikon AF-S 300mm f2.8 Lens \$150.00 per day
- Canon 20D digital SLR camera \$100.00 per day
- Canon 350D digital SLR camera with lens \$100.00 per day
- Pantone Spyder 2 – (monitor calibration) - \$33.00 per day
- Hasselblad H1 kit including body, prism, 80mm lens and 645 back - \$150 per day
- Canon EF 300mm f2.8 L Series Lens \$150.00 per day

## **2<sup>nd</sup> Hand Specials**

- Nikon F5 Camera body \$1,395.00
- Nikon F100 camera body \$950.00
- Nikon AF-D 20-35mm f2.8 lens \$1,295.00
- Nikon F90-F90x camera bodies from \$500-650.00
- Canon EOS 1 camera body \$500.00
- Sigma AF-D 70-200mm f2.8 EX lens for Nikon \$950.00
- Tokina AF-D 80-400mm lens for Nikon \$600.00
- NEW Bronica SQAi kit with 80mm lens and 6x6 film back \$1,795.00
- Pentax 645AF kit with 75mm and 45mm lens and 120 film insert \$3,295.00



**UP-COMING EVENTS**

**Iris Awards 2005**

Opening Night: Wednesday 31<sup>st</sup> August 2005

**City of Subiaco Photographic Awards**

Exhibition

Date: 30<sup>th</sup> August 2005 to 16<sup>th</sup> September 2005

Venue: Subiaco Library

**Victoria Park Arts Award**

Date: 14<sup>th</sup> September 2005

Venue: The Park Centre  
789 Albany Highway  
East Victoria Park

**Minds Exposed**

Photographers: Danny Church, Lynn Gail, Don Caccamo and Hazel Buckley

Date: Saturday 10<sup>th</sup> September 2005

Venue: Kindago Art House, Fremantle  
Situated on main tourist walking route between "roundhouse" and fishing harbour

**Site Unseen**

Date: 26<sup>th</sup> March 2006

Venue: Fremantle Prison

*More information will be available closer to the launch date*

**David Harradine Photography and Training Course**

Advanced Digital Photography and Photoshop

Date: Monday 26<sup>th</sup> September 2005

Time: 9.30am – 4.30pm

Venue: The Chifley on the Terrace,  
The Terrace Room  
185 St Georges Terrace,  
Perth WA 6000

**Temple Dog Gallery**

**Photography Courses 2005**

**August/September**

Day Course: 22<sup>nd</sup> August – 21<sup>st</sup> September 2005

Workshops: 20<sup>th</sup> August – Landscape photography  
17<sup>th</sup> September - Photographing children

**October/November/December**

Day Course: 14<sup>th</sup> November – 14<sup>th</sup> December 2005

Workshops: 15<sup>th</sup> October – Intermediate Photoshop Skills  
19<sup>th</sup> November – Architecture Interior and Exterior