

INDUSTRY NEWS

■ Almost Alone with David Williams



"Almost Alone" with David Williams

Well known Australian photographer David Williams (+613/9885-5880, www.davidwilliamsseminars.com) will host workshops for wedding and portrait photographers this fall in the United States, Ireland and the United Kingdom. The three-day workshops will highlight lighting techniques using available light, single studio lights, tungsten lighting and off-camera flash. They will also cover shooting for albums, making beautiful inkjets, and free-hand designing. Workshop dates and locations include Augusta, ME, Sept. 8–10; West Covina (Los Angeles area), Nov. 4–6; Baltidelfia, Nov. 11–13; Kerry, Killarney, Ireland, Nov. 18–20; and Hampshire, UK, Nov. 26–28. U.S. registration ranges from \$875 to \$950; European registration, 525 to 650 Euro.

■ Remodeled Westcott Site Encourages Sharing and Learning

The F. J. Westcott Company (Toledo, OH,



www.fjwestcott.com), a leading manufacturer of lighting and light control equipment, backgrounds and accessories, has expanded its newly remodeled website to include a section in which photographers can share their knowledge with others and learn new ideas and techniques through discussion. Directly linked to the main page, the new Westcott Community section features a contest for the Top 100 Westcott

Endorsed Pros, an Image Gallery, a Forum and an Ask the Expert advice panel.

■ ASPP Releases Best Practices Guidelines

The American Society of Picture Professionals (AS-PP) (Alexandria, VA, www.aspp.com) is offering version 2.0 of its "Best Practices for Locating Copyright Owners of Photographic and Visual Art." Created in response to pending Orphan Works legislation before Congress, the constantly changing document serves as a model for the procedures deemed necessary to carry out a "diligent search" for a copyright holder. It can be viewed and downloaded from the ASPP Web page.



■ William "Bill" Smith Passes

Bill Smith, a past president of the Professional Photographers of Sacramento Valley and California Professional Photographers Hall of Fame Award recipient, died July 14, 2008 from natural causes. He was



Bill Smith

87. Well known as the founder of Bill Smith Photography Studios in Roseville and Sacramento, he began his career in the early 1940s going door to door with a view camera and a pony, selling portraits of children in western attire.

The popular public speaker was a founding member of the elite 4P photographic association, pioneered professional school photography techniques and was a regular contributor to *Rangefinder* magazine.

■ Hiro Sakai Takes on New Responsibilities with Fujifilm

Hiro Sakai, president and CEO of Fujifilm U.S.A. (Valhalla, NY, www.fujifilm.com), has been named president of Fujifilm Holdings America Corporation. He now becomes responsible for improving the company's management across the 13 Fujifilm companies that operate within the United States. Although Sakai assumes this new responsibility, he will continue

to serve as president and CEO of Fujifilm USA, and vice president with the Fujifilm Corporation.

■ New Getty Exhibition Showcases Pivotal Photographic Works

The J. Paul Getty Museum (Los Angeles, CA, www.getty.edu) presents "In Focus: The Landscape," which offers an overview of the history of landscape photography from the dawn of the medium to the 20th century. "The photographs in this exhibition were selected from hundreds of ex-



"Canyon de Chelly," by Edward S. Curtis, The J. Paul Getty Museum, Los Angeles

traordinary landscape works in the Getty Museum's collection and represents key moments in the genre's rich history," says Brett Abbott, who curated the exhibition. The presentation showcases work by 19th century artists William Henry Jackson, Camille Silvy and Roger Fenton with 20th and 21st century masters such as Eugène Atget, Dorothea Lange, Ansel Adams, Harry Callahan and André Kertész. The exhibit runs from August 26, 2008–January 11, 2009. Admission at the Getty Center is always free.

■ FotoWeek DC Announces Call for Entries



FotoWeek DC (Washington, D.C., www.fotoweekdc.org) has issued a call for entries for the first annual FotoWeek DC Photography Competition. The contest, which is

open to all professional, amateur and student photographers in the District of Columbia, Maryland and Virginia will give away over \$37,000 in cash and prizes. The deadline for entries is Sept. 22, 2008.

FotoWeek DC will take place Nov. 15–22, 2008, featuring gallery openings, lectures, educational workshops, portfolio reviews, book signings, and special offers on photographic services.

■ White House Custom Colour Adds Four HP Indigo 7000 Digital Presses

Digital color lab, White House Custom Colour (WHCC) (Eagan, MN, 800/252-5234, www.whcc.com), recently increased productivity with the addition of four HP Indigo 7000 Digital Presses. Designed to generate up to 3.5 million four-color pages per month per printer, with true offset and photo quality, the new presses have become the ideal solution for efficiently generating variable-data work, such as photobooks, with run lengths from one to thousands. In fact, with the four new HP presses, the lab's

HP Indigo 7000 Digital Press



nine digital presses are expected to account for 35 percent of the company's 2008 revenues. Additional information about HP Indigo 7000 Digital Presses is available at www.hp.com.

■ Brooks Alumna Chases Storms

Brooks Institute (Santa Barbara, CA, www.brooks.edu) alumna Robin Lorensen takes tornado warnings seriously. In fact, when the clouds turn greenish-black and the



PHOTOGRAPH © ROBIN LORENSON

wind begins to rise, she grabs her camera and heads out with internationally renowned, severe weather photographer Jim Reed (see May 2008 *RangeFinder*). Lorensen and a growing number of professional severe weather photographers make it their

business to be on hand when the severest of tornadoes strike. Lorensen and Reed's storm chasing sagas have been chronicled on *Good Morning America*, *Inside Edition*, *Extra* and ABC News stations nationwide. Visit: www.robinlorensonphoto.com.

■ Nikon Contest Finalist Gets Cover



COVER IMAGE © RENE MIRANDA

Rene Miranda, who entered the Nikon "Take Your Best Shot" cover contest (*RangeFinder*, July 2008 issue), and whose image "Charro" was a finalist in that contest received another honor recently as his image was featured on the cover of *Semana Jalisco*, an annual publication celebrating the Jalisciense presence in the state of California. The background on the image is as follows: The majority of immigrants from Mexico are from the state of Jalisco. Most of them work and live in California where they gather together and continue sharing their culture and traditions like the mariachi music, the food and some sports like "charrería," something similar to what cowboys perform in the U.S. Rene wanted to portray an image that would evoke a connection to Jalisco, "Something to stand out and jump right at the viewer. I thought of an image of a charro doing tricks with rope dancing, then I decided to juxtapose the environment using an urban background."

■ Canon Limited Edition Cameras Are Diamond Encrusted

Maria Sharapova, the world's third ranked tennis player, recently unveiled the Canon PowerShot Diamond Collection at a sneak peek of her latest Canon commercial. Each of the five limited edition digital cameras is encrusted with 88 white diamonds totaling 2.22 carats. The cameras will be awarded



to five lucky consumers via a nationwide sweepstakes at www.powershot.com. The spots will begin airing during the U.S. [tennis] Open in September.

NEW PRODUCTS

■ Long Lens Bag from Domke

Domke (Hauppauge, NY, 631/273-2500, www.tiffen.com), a division of The Tiffen Company, has added the F-300 Long Lens Bag to its Classic Collection. A favorite with Associated Press photographers, the F-300 protects cameras with a 300mm lens attached. It features foam padding on

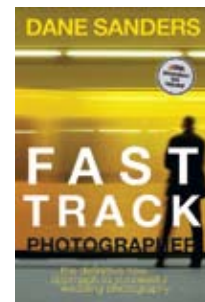


all four sides, an expandable front pocket with fitted weather flap, a rear pocket for accessories and a 45-degree angle zippered main compartment that allows quick access and

sure handling of the lens barrel. The F-300 is made of soft, supple, heavyweight cotton canvas and lists for \$189.99.

■ Sanders' Book Puts Wedding Photographers on a Fast Track

Dane Sanders' new book, *Fast Track Photographer: The Definitive New Approach to Successful Wedding Photography* (www.fasttrackphotographer.com) is based on his noteworthy rise as a professional pho-



tographer, entrepreneur, sponsored speaker, teacher and writer. The 208-page book first encourages photographers to abandon the "fake it 'til you make it" mantra, before breaking down ad-

vanced marketing ideas into simple formulas. It creates a "clear flight plan" to success.

Well known for his articles in *Rangefinder*, *Professional Photographer* and *American Photo*, Sanders is a sponsored speaker for Adobe, Pictage and liveBooks. *Fast Track Photographer* lists for \$24.95 and is available on his website.

■ Gadol's Auratone Grabs First Place in Judged Competition

Steve Gadol's Auratone triptych, "Winter Vineyard," took top honors in the monochrome photograph category at the 47th annual Art in the Redwoods Festival, the largest north coast art show in California.



Gadol originally intended to submit a black-and-white version

but then decided the Auratone treatment perfectly suited the subject matter and just might give him an edge on the com-

petition. Introduced by Barbara Smith in 2006 but harkening back to Edward Sheriff Curtis' orotones circa 1916, an Auratone is a positive digital image printed onto a transparent surface, backed with gold AuraToner. Order Auratone Print Kits at www.bsmithphotography.com.

■ New Camera Bags from Lowepro

Lowepro (Sebastopol, CA, www.lowepro.com) has added six products to its stylish line of camera bags and backpacks. They include the Luxe, a premium-leather



Lowepro
Flipside 400 AW

camera clutch; the Terraclime, a soft-side bag made of recycled Cyclepet; and the Primus Minimus AW and CompuPrimus AW, which accommodate one DSLR with attached lens and accessories. The All-weather Cover Flipside 400 and the SlingShort 350 AW camera backpack also accept a professional DSLR with attached lens. However, the Flipside 400 also accepts 4–6 additional lenses, while the SlingShort 350 AW camera backpack holds 5–6 extra lenses.

■ Tamron Develops High-end 15X Zoom Lens

Tamron USA (Commack, NY, www.tamron.com) is developing a unique ultra high power zoom lens that promises to deliver a 15X zoom ratio or a 35mm equivalence of 28–419mm. Designed exclusively for DSLRs with APS-



C-sized image sensors, the new Tamron AF18–270mm f/3.5–6.3 Di II VC LD Aspherical (IF) MACRO lens also features the company’s proprietary tri-axial Vibration Compensation (VC) mechanism, which eliminates or substantially reduces the effects of handheld camera shake. It’s expected to have a minimum focusing distance of 19.3 inches over the entire zoom range. The new lens will be made available in Canon and Nikon mounts, however, its price and launch date were not available at press time.

■ Adobe Debuts Improved Photoshop Lightroom 2



Adobe Systems (San Jose, CA, www.adobe.com) is marketing Photoshop Lightroom 2 software, the photographer’s toolbox for managing, adjusting and presenting large numbers of digital images. Included in the updated version are dual-monitor support, improved non-destructive localized image correction, streamlined search capabilities and 64-bit processing support for both

Mac OS X 10.5 and Windows Vista-based computers. Lightroom 2 also has the ability to visually organize images across multiple hard drives as well as a new Local Adjustment Brush that lets photographers fine-tune specific areas of an image to precisely adjust color, exposure and tonal range without affecting other areas of the image. Adobe Photoshop Lightroom 2 has an estimated street price of \$299; registered users can upgrade for \$99.

■ design | house User Wins Honorable Mention in Nikon/ *Rangefinder* Cover Contest



Julie Lowry used the design|house (865/254-1955, www.getdesignhouse.com) collection of Photoshop actions, brushes, custom shapes and styles to win Honorable Mention in the Nikon/ *Rangefinder* “Take Your Best Shot” Portrait Cover Contest. Lowry gave her winning shot, “Wakeboarding,” its gritty, textured look by first applying the textures action and then the monkey actions. Her entry, which will be on display at WPPI 2009 in Las Vegas, was just one of more than 1700. design|house also markets hi-res backgrounds, wallpapers, textures, digital mats and photo objects.

■ Next Generation Multimedia Viewers from Epson

Epson America (Long Beach, CA, www.epson.com) is marketing two new multimedia photo viewers that are specifically

designed for the professional photographer. The recently introduced P-6000 and P-7000 multimedia photo viewers



feature the company's Photo Fine LCD and Photo Fine Premia technology, which displays 94 percent of the Adobe RGB color gamut. Available in 80GB and 160GB modes, respectively, the new viewers support download speeds up to 35 percent faster than previous models, a more efficient jog dial to quickly scroll through images, a wider LCD viewing angle and a zoom function to confirm focus. The P-6000 lists for \$599.99; the P-7000, \$799.99.

■ The Digital Photography EDGE Seminar DVD Video

This two-DVD set from Canon Explorer of Light Bruce Dorn and Corel Painter Master Maura Dutra contains over three hours of valuable content from their recent Digital Photography Edge Tour. Topics range from Bruce's famous "Available Magic" tricks—the creative use of Speed-



lites—to the couple's after-capture tips for workflow, image enhancements and award-winning album design. The DVD set includes a 30-minute Painter X Demo from Corel Master Maura Dutra as she demonstrates the vast potential for increased revenues through digitally painted portraiture. Introductory price of only \$99 (regularly \$140). Limited time offer. Visit the iDC website: www.idcphotography.com/store.

■ Zookbinders Introduces Reflectionz Photo Covers



Zookbinders (Deerfield, IL, 800/810-5745, www.zookbinders.com) is offering Reflectionz custom photo covers for its popular Zook Book albums. The new covers feature a large digital design space, a reflective glow that makes images pop off the album cover and an expanded selection of sizes. They provide the ultimate finishing touch. Reflectionz high-impact photo covers with soft black Glove leather spines and backs are available for 12x12, 10x10, 10x15, 8x12, 11x14 and 8x10 Zook Books.