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Dry Minilab Frontier DL600



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# SHOW DAILY

## photokina 2010

world of imaging  
21-26 September, 2010

**DAY  
THREE**

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## Into the Blue

**T**he third day of Photokina has already made some lasting impressions and some booths have left their mark on the industry pundits as well as the visitors. One such booth is the 'Under Water Imaging World' located in Hall 3.1, and if you make a trip down to the booth, you'll understand exactly why! All the news surrounding it has termed it as 'new and exciting', and it is surely new and truly exciting. Not just for underwater photography enthusiasts but also for passersby who can't stop looking at the large water tank to catch a glimpse of the mermaid-costumed model and the photographer who demonstrates the use of underwater camera equipment.

The Under Water Imaging World features new as well as established exhibitors offering a wide range of products – from the Nikon Fantasea FP7000 camera, Sanyo Xacti underwater camcorder, Nauticam housing line for Nikon/Canon/Sony, Searay lighting equipment to DiCAPac submersible cases for iPods/iPhones. In addition, professionals offer workshops, presentations, and photo and film documentaries to provide other photographers with detailed insights into the underwater photography segment, and also give tips on how to improve picture quality under water.

And in keeping with the 'deep blue' theme, Epson is broadcasting, in Full HD, the Red Sea's stunning biodiversity and marine landscape directly from the Red

*Cont. on page 4*

## World of Imaging in your hand





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Conceived and developed exclusively to optimize digital SLR performance, the breakthrough Four Thirds System revolutionized the world of digital photography by being the first system to integrate digital cameras with dedicated, made-for-digital lenses.

With a telecentric design that directs light straight to the image sensor, the Four Thirds System delivers picture quality far superior to what film-based digital SLRs can provide. Better yet, the Four Thirds System boasts unprecedented potential for miniaturization, now realized in the Micro Four Thirds System — which boasts all the power of Four Thirds, plus new-generation, future-ready technologies, in ultra-compact and lightweight cameras.

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**Panasonic**

**OLYMPUS**

**SIGMA**

<http://www.four-thirds.org/en/>



Number Of Exhibitors  
Germany – 410 Other Countries – 841  
Share of Foreign Exhibitors – 67.23%  
Total From 45 (47) Countries, Companies 1251

Australia	2	Liechtenstein	0
Austria	9	Lithuania	2
Belgium	15	Luxembourg	1
Brazil	2	Malaysia	1
Bulgaria	2	Malta	0
Canada	16	Morocco	1
China	197	Monaco	0
Croatia	1	Netherlands	15
Czech	9	Norway	0
Denmark	6	Philippines	1
Egypt	0	Poland	13
Finland	7	Portugal	5
France	23	Romania	1
Great Britain	52	Russia	3
Greece	4	Singapore	12
Guatemala	1	Slovenia	0
Hong Kong	101	Spain	14
Hungary	2	Sweden	5
India	10	Switzerland	25
Indonesia	0	Syria	0
Iran	3	Taiwan	55
Ireland	1	Thailand	2
Israel	6	Turkey	3
Italy	42	United Arab Emirates	0
Japan	28	USA	92
Korea (Rep.)	49	White Russia	1
Latvia	1		

# Let's go VPG...

Often viewed as the best occasion to showcase the latest in innovation and technology, Sandisk is presenting some of its new products and features to the industry at the show this year. These include the new Extreme Pro, which is a 90mb/s speed using UDMA 6 featuring the VPG (Video Performance Guarantee) technology. As the name suggests the card guarantees a sustainable write speed of 20mb/s and is targeted towards improved performance for high-end imaging and broadcast devices.

With more and more cameras moving towards HD recording capability, the devices are becoming more and more memory-hungry. And it is no surprise that the VPG technology is targeted towards the video capability of cameras.

The company is also showcasing the WORM (Write Once Read Many) technology, which essentially allows the user to write an image to the card which can never be deleted again atleast for the next 100 years. The card is targeted towards

government authorities who can use products like these for storing evidence purposes. "We are aware that the cards like these don't require high capacities which is the reason why we have introduced the same in a 1GB capacity," said Gerry Edwards, Sr. Product Marketing Manager EMEA, Sandisk International Ltd.

Edwards feels that the trends are shifting towards the mirrorless interchangeable lens category, which is a very exciting segment for Sandisk since it is the HD videos that will drive lot of sales of the memory cards in the future. "Russia and Eastern Europe are today two of the most promising and growing markets in the region for us. Russians are well aware of our brand and we are viewed as an A list brand." Naturally Germany, France and UK continue to be some of the biggest markets in the region for us added Edwards.

However Germany by far still is the biggest market for the company in the region and the manufacturer adopts a two-pronged investment strategy in the country. "On one



Gerry Edwards

hand we are investing through consumer electronic retailers while on the other through photo dealers as part of our official photo partner program." But BTL activities continue to be the primary marketing option for the manufacturer in the region.

The reason why Sandisk emphasizes on BTL activities is because the maximum attach rate happens at the store when consumers buy their cards at the time of purchasing any cameras, following which it is very difficult to sell cards.

**Bhavya Desai**



**A**mong other releases, Olympus presents the Stylus 7050 range at Photokina this year. A tiny gadget packed with a 7x optical zoom lens, HD movie recording, six Magic Filters, and four Magic Movies in which the Magic Filters effects to movie recordings can be applied. They come in slim, stylish designs with high-magnification zooming performance.

The main features of the Olympus Stylus 7050 are a 14 Megapixel CCD, Dual IS, and 7x optical zoom lens with 28mm wide angle. Moreover, the camera supports HD movie (MPEG-4 AVC/H.264) recording on SD card. It is equipped with TruePic III image processing engine, which is

## Elements of Stylus

originally developed for a DSLR, delivering natural colour fidelity and wide dynamic range.

Shooting functions have evolved with an expanded range of 6 Magic Filters including 2 new filters and 4 Magic Movies, which apply Magic Filters effects to movie recordings. Extended HDTV (1280 x 720 pixels) video recording with the new Olympus Stylus 7050 camera is possible thanks to the advanced MPEG-4 AVC / H.264 movie compression format.

The zoom capabilities are supported by a 14 megapixel CCD that works together with the high-resolution lens to capture high-definition images featuring natural, lifelike colours and impeccable details, accurately reproducing the subject throughout the image area. Built-in Dual image stabilization based on high-sensitivity shooting and CCD-shift image stabilization

mechanism compensates for image blur due to camera shake by adjusting the direction of the CCD.

This new camera with a 2GB internal memory allows you to store favourite pictures from your PC back to your camera, search desired pictures according to recording information such as "date", and "scene mode", and view them on the camera. With the provided software, users can create image collections based on various criteria such as who is in the picture or where it was shot.

This petite package incorporates interesting features for the creative photographer. One can explore a vast range of 6 Magic Filters, Pop, Pin Hole, Fisheye and Drawing inherited from the previous model, and newly added Punk and Soft Focus, plus 4 Magic Movies which are the Magic Filters effects applied to movie recordings.

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## Into the Blue

*Cont. from page 1*

Sea! And to top it all, visitors can interact live with the underwater broadcast team. Besides this, the best underwater photographs from the Epson Red Sea Contest are also exhibited in Hall 2.2. The Epson Red Sea Contest is an international competition for underwater photographers who use photography to highlight the beauty and fragility of this environment.

**Karina Aggarwal**





Power meets precision.

Focal length: 300mm (equivalent to 465mm) Exposure: F/13 1/200 sec ISO200  
WB: Daylight Handheld (Digital SLR camera with sensor equivalent to APS-C size)



Wins European Zoom Lens  
of the Year 2010-2011

**60<sup>th</sup> Anniversary Model:** The new Tamron SP 70-300mm F/4-5.6 Di VC USD.  
Featuring an XLD lens element delivering best in class resolution in a fast, easy to use  
package that includes VC image stabilization and Tamron's new USD (Ultrasonic Silent Drive).

## SP 70-300mm F/4-5.6 Di VC USD (Model A005)

The Sony mount does not include the VC image stabilization functionality, as the body of Sony digital SLR cameras includes image stabilization functionality. Consequently, the name of the Sony mounted lens, SP 70-300mm F/4-5.6 Di USD, does not include the VC description.

With flower-shaped lens hood. Compatible mounts: Nikon, Canon, Sony

**new**



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Vibration Compensation Mechanism



Ultrasonic Silent Drive Mechanism



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# Image Organization Software

If you thought Fujifilm was all about cameras and minilabs, then think again. The Japanese manufacturer who is famous for its broad product portfolio is also involved in developing numerous other technologies, one of which includes their Image Organization software. With widespread digitization photobooks have become one of the most popular consumer products in recent times. The surge in the popularity of photobooks has prompted many manufacturers to launch products specifically targeted towards this category.

However the trend seems to be extremely popular in the developed markets like US, Europe and Japan. But one of the major obstructions for expanding the popularity of the same product is the 70 per cent turn around ratio for the non-completion of orders, especially at the selecting images and layout stage. "Consumers have the tendency to memorize their events at the point of time of capturing it, but they realize later that they

can make a photobook out of it. But most of the consumers find the effort of selecting the images and making the layout extremely time consuming, which results in them not completing their orders," said Yoshiaki Kawaoka, Engineering Manager, Marketing Group, Photo Imaging Products Div, Fujifilm.

Recognizing this, Fujifilm started developing the "Image Organizer Software" which enables even a relatively inexperienced consumer to create a photobook by walking in any of their outlets. While the advanced users have an option of composing their own layouts. The company is featuring a demo of the same software on their WinSurface Kiosk at their booth at Photokina, which uses the touch-interface to automatically create the photobook.

Kawaoka feels that the development of this feature will enable them to capitalize on the growing market. The software also provides some powerful functions for the user's with image selection support which evaluates images and recommends the optimal image for reproduction, especially recommend the most high scored image among similar images.

But the company has not stopped at the launch of its new software. Fuji is already undergoing further development of an automatic photobook recommendation function in its next version. This new function will recommend the automatic retrieval of particular images stored in users personal computers or online storage sites, and further recommend suitable layouts for the production of photobooks. Plans are also underway to develop the Image Organizer Software to enable the order of prints, slide shows and other services.



Yoshiaki Kawaoka along with WinSurface Kiosk

In order to complement the release and capitalize on the photobook market, Fuji also announced the launch of its Album High Definition Paper at the show, which incorporates the high definition silver halide emulsion technology and delivers enhanced colour reproduction, white purity and excellent image stability with a smooth high glossy finish with a specific protective layer resulting in outstanding fingerprint protection.

The paper has a thin glossy base that is specially designed for the assembly and mounting of prints for Photobook and provides optimal handling of the pages when viewing.

**Bhavya Desai**



## GE dives into the DSC market

As a brand, GE needs very little introduction, and since early 2007 GE has been on an agenda to make its presence felt in the world of digital imaging as well. Entering the digital camera market with a licensing partnership with corporate newcomer General Imaging Co., it is now well into its fourth year of creating and marketing GE branded digital cameras.

General Imaging introduced a new product at Photokina this year, one that they call a 'breakthrough in digital camera technology', in the new class of digital cameras with built-in projectors. The GE PJ1, an all-in-one camera and pico

projector allows users to set up a slide show almost anywhere without hassle. The 14.1 megapixel camera with 7x optical zoom and features like smile and blink recognition and 720p HD resolution video recording comes equipped with a remote control as well for easy viewing. The price and availability have not yet been announced.

Earlier this year at the PMA in California, General Imaging introduced the new camera model CREATE which was designed by celebrity designer Jason Wu. The 12.2 megapixel CCD CREATE offers an easy one-touch button operation to take photos and video clips with a single push of a button. The stylish line is available in several



colours and in either metal or leather editions. They will be available in the German market from October 2010 and will be priced at EUR 189 for the leather and EUR 169 for the metal edition.





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Booth B25,C26!



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# Hasselblad 200 MP camera for 2011 release; Ferrari special edition on display

**H**asselblad announced new models yesterday at its Photokina 2010 press conference. Chairman Larry Hansen lead the honours in introducing the new CFV-50, the Hasselblad Ferrari edition (H4D) & the 200MP device (for early 2011).

Peter Stig Nielsen, Director of Product Development, spoke about the technology used in these new and upcoming products in a simple yet detailed manner.

The niche market camera manufacturer, which has gone through the doldrums in the last few years, appears to be pulling through. Large format DSLRs are tough competition and considering it is a niche market with high stakes, Hasselblad is gearing to build up and consolidate its position.

"The first eight months of this year have been profitable," said Larry Hansen, Chairman, Hasselblad. Hansen spoke at length about the manufacturer's drive to internationalise the company's reach and processes, having gone in for rearranging market strategy.

Hasselblad introduced the CFV-50, adding to the classic V-series line-up of cameras that have had a successful run. The CFV-50 complements the CVF-39, featuring dual capture modes- full sensor capture (50MP/39MP) as well as classic square capture (38MP/29MP). The CFV-50 has a 64 second exposure time. With Hasselblad's NCS colour system, true colours are maintained with this camera that has an ISO range of 50-800.

In the medium format category, to-be-launched 200 MP camera will have a sensor



Peter Stig Nielsen, Director, Product Development, Uwe Moebus, MD, Hasselblad Germany, Chris Russell-Fish, MD, Hasselblad UK and Larry Hansen, Chairman, Hasselblad

that shifts a minute distance and allows pixel density to go up. This extended multishot camera will have the same body as the H4D-50MS. While the H4D-50MS (Multi-Shot) takes 20 seconds to capture, the new addition to this series will do so in 30 seconds. This is perfect for automobile, still life, jewellery photography etc., making it a perfect camera for product photography. Though the 30 second capture time puts spokes in the wheels for other kinds of photography, but then, they are optional. Existing H4D-50MS owners can send their cameras in for an upgrade to the 200 MP level.

The company also announced two new lenses in the same breath, to offset compatibility issues of older lenses. The jump is resolution and distortions, etc. due to an incompatible set of glass has had Hasselblad announce the New HC Macro 120mm-II and the New HC 50mm-II. Both these lenses suit the requirements of a 200 megapixel sensor, having gone through a complete overhaul of

optics, improved Modular Transfer Functions or MTF (to ensure equitable regional brightness variation of the subject and contrast preservation), improved close range performance etc.


Yet another announcement was for the new electronic leveling tool for the HTS 1.5 Tilt/Shift Adapter, allowing for tilt correction on the screen itself, "just like in an aircraft," as explained by Nielsen.



It is quite apparent that Hasselblad looks to expand into the outer reaches of its markets, with the introduction of the H4D-31 medium format DSLR. It is purported to serve as an 'entry point' camera for medium format DSLR users.

Phocus, the workflow management and photo editing software by Hasselblad, is being introduced as an iPhone, iPad and iPod application as well. The new Phocus Quick is another version of the same software, an uncomplicated version of the same allowing for seamless and quick transfer and editing of images.

The limited edition Ferrari Hasselblad, inspired by the both of these iconic brands, was released as well, cast in a new Ferrari red. 499 units of the same will find their way to collectors & Hasselblad and Ferrari connoisseurs.

You can check out the manufacturer's stall at Photokina and try your hands at shooting a Ferrari and much more. 

Arindam Mohanty





# Manfrotto expands Product Portfolio

For years, Manfrotto has been known for its tripods and tripod accessories, supplying some of the best equipment the industry has to offer. Having maintained standards that are reflected in widespread use by top photographers and recognition from the finest quarters (TIPA 'Best Accessory' Awardee 2010 for its RC2 joystick heads), Manfrotto has released the world's first tripod head that is suited for both still photography and video recording, a host of new tripods for both amateurs and professionals but very importantly, is foraying into new markets by entering the business of bags, apparel and other accessories.

Marco Pezzana, MD, Manfrotto Support Sales and Marketing Director, Imaging, said that the company has moved forward with the market and introduced products that suit the needs of photographers and videographers the world over. Also, Manfrotto has traditionally been a product for the serious photographer and with the birth of new markets, more and more people are taking to photography and in a big way, with compact and bridge camera sales increasing by the day. Manfrotto has

recognised the potential in the expanding market and has made interesting additions to its product portfolio.

With the slew of DSLRs and bridge cameras with Full HD video recording capability hitting the market, photography and videography are coming together like never before. Manfrotto has kept these trends in mind during innovation and introduced a new line of hybrid technology video heads. It has pan, tilt and portrait functions with sliding support, a maximum capacity for 12 kilos, balancing adjustment system and adequate fluid cartridges for optimum control.

An LED light range has also been introduced, with necessary attachments for tripods, etc. Adapted to solar light (around 6000K), it comes with a provision to insert a gel sheet. Led lights for small video cameras have also been introduced.

A new line of tripods under the 'Compact Zone' category has been introduced for increased mobility, compact size & convenience. It comes in trendy colours that are targeted at the young and hitherto unexplored markets.



Marco Pezzana

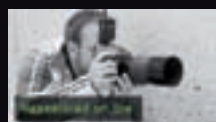
A range of accessories have been introduced as well, where Italian designers of repute have been involved in design and styling. Backpacks, messengers, rolling bags, cases etc. have been introduced, as well as wind jackets, photo vests, etc.

Among other additions to product portfolio are ring lights, mini LED lights, and interestingly, a pocket tripod series called the "Series Pocket", a first in the industry.

Arindam Mohanty

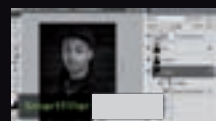
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**W**hile visiting Photokina, if someone tells you that you are in the matrix, then don't be surprised. 3D-Viz.com (Hall 4.1 Booth-A008) has set up something that looks like a ring at the show, which allows the visitors to enter a ring and get a 3D flash clip of themselves. The image works on 3D visualization which essentially sets up cameras across the subject and records each frame, which is then integrated to make a single flash film, which can be uploaded on the internet or various other platforms. The matrix ring is popular for shooting products for shopping

websites where the consumers can see the 360° view a product before purchasing it. The photographers on the other hand use it to shoot products and fashion material.

Marcus Keresztes, MD, 3D-Viz.com says, "We started our company 11 years ago and the idea was to present the products on the Internet with a 360° angle of view. But it was only a few years earlier that we developed the technology and software to integrate everything together at a much faster rate and in a more efficient way. "We have been visiting Photokina for the past 10 years. But our new product, which is called

the matrix ring has attracted a lot of attention at the show this year." Keresztes believes that this is the future on the Internet and it is the 3D-era that has provided his products an important push.

Although this seems to be only the beginning for this sort of visualization technology, Keresztes is certain that in about 2-3 years this technology will reach a substantial level. The company is already working with photographers around the world, who are buying their products and in-turn servicing the end clients. Apart from this other clients like the Mail Order House in Europe and several other clients have already purchased the system. Apart from these the company has also currently installed around 40 systems since its launch few months ago.

Like any good product 3D-Viz has its share of copycats in the market, but Keresztes is not worried about the same since he feels that this only makes the matrix system more popular. "There are some companies that have purchased products that are cheaper from our competitors, but when they want quality and mass production, they turn to us at the end of the day." 3D-Viz.com works flexibly and recognises that their systems might be expensive to purchase, which is precisely the reason why the company also has an option to hire their services. The company is also looking for distributors currently. 

**Bhavya Desai**

## Vanguard comes with innovative new camera bags, tripods and binoculars

**V**anguard's line up of product launches have always been impressive at Photokina. This time as well, it has lived up to the expectation with the products that include a backpack made of air, quick access zoom bag and a tripod-head combo that enables shots at any angle and binoculars.

The new Alta Pro 263AGH is paired with GH-100 pistol grip ball head to enable more angle possibilities than ever before. Its GH-10 pistol grip ball head enables users to position a camera or spotting scope quickly. Its Grip Position Release System with a handle allows 360-degrees of panning movements. Other features include advanced camera vibration and shock control; legs that adjust to 25, 50 and 80-degree angles; quarter-twist leg locks; nonslip, spiked rubber feet for changing terrains; and a removable hook for hanging camera accessories.

The new Espod Plus is an aluminum tripod for photographers who need a sturdy, yet lightweight and compact tripod that's simple to


set up and take down. It has adjustment to 25, 50 and 80-degree angles. With its detachable low angle adaptor, users can reverse the center column and position the camera for macro photography. Most models have a three-way pan head for smooth filming. Other impressive features include its Friction Control System, which allows you to modify the level of friction on the ball to accommodate changing equipment weight, such as switching to heavier lenses.

In the latest bags collection is Skyborne, a backpack with an advanced design that includes air-infused cushioning in all of the key areas. Outlawz zoom bag is designed for fast-action shooting with its quick-access top opening with smooth-open zipper.

In the binoculars department, Endeavor ED binoculars feature advanced optical technology, delivering sharpness and clarity. Also new in the sporting optics collection is Spirit ED binoculars, which make possible extended observation for nature enthusiasts.

BIIN backpacks come in a good looking, lightweight design. it boasts a

large gear capacity and numerous pockets for accessories. There are daypacks in BIIN Series. The BIIN sling bags is a fast-access bag that repositions in one quick swing motion. The sling bags enables you to pause mid-hike or stroll, and shoot within just a few seconds. Additional features include pockets for accessories and a detachable strap that holds your bag in place while in fast motion, such as while biking, etc.

In the new binoculars there is the Endeavor series that delivers sharpness and clarity with exceptional light transmission and colour resolution and contrast. Other features include an ergonomic, open bridge design for comfortable use, wide view angle, BaK4 roof prisms, anti-reflection coating, large focus adjustment wheel and long eye relief. Endeavor ED has BaK4 roof prisms and special lens coatings. Nitrogen-charged and O-ring sealed, Endeavor ED is waterproof and fog proof to take on challenging weather conditions. The other binocular would be the Spirit ED, whose light transmission is up to 90 percent. It's lightweight body, twist-out eyecups for long eye relief, large focus adjustment wheel and is 100 per cent waterproof. 






# Photo prints for posterity!

**T**wo world renowned paper printing companies Hahnemühle and Mitsubishi HiTec Paper launch two new inkjet papers each, at Photokina this year.

In the 425th year of its existence, Hahnemühle FineArt launches the new Fine Art paper Baryta FB. The papers have smooth surface and glossy coating and has a high basis weight of 350 gsm. The Photo Rag has a basis weight of 500 gram per square metre. The structure and the surface of the new product have been optimised and match the qualities of the coveted 'classic' among the Matt Fine Art papers Photo Rag in 308 gsm. The new quality is available in two formats: A2 and 24 x 30 inch, both as 25-sheet packages.

At the Anniversary Photo Awards this year, 'For Originals' was the motto of the Hahnemühle. The 41 pictures of the award winners are exposed as precious prints, each of them on particularly suiting Digital Fine Art paper. Moreover, at Photokina, Hahnemühle printed the winning pictures of the year 2009 on their Digital FineArt paper. Two tradition-rich brands cooperate to promote the new Leica camera S2. The black/white portraits of photographer Manuel Pandalis are presented on Hahnemühle paper. Special exhibition 'See me, feel me, print me' Fine-Art printing at your fingertips and Hahnemühle printing demonstrations will be carried out live on Friday.

Meanwhile, Mitsubishi HiTec Paper introduces two kinds of metallic iridescent inkjet photo papers jetscript IG 2577 and IL 2576. Both grades are microporous, resin coated inkjet photo papers with a substance of 260 g/sqm and a unique metallic iridescent surface effect. While jetscript IG 2577 offers a high gloss surface, while the IL 2576 has a special lustre pearlescent finish. Due to the special ink absorption layer, high ink amounts dry rapidly and the prints are water and smear resistant. Both grades as sheets (A4, A3, A3+), plotter rolls (17, 24, 36, 42, 22") and jumbo roll (2,200m) are available. 

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Product and service categories covered include:

**PRINTS** - by Segment (consumer, professional); Source (sharing, film, cameraphones, digital cameras); Consumer Print Output Channels (retail onsite/offsite, online, home); and Media Usage (silver halide (photo), inkjet and dye sub paper)

**MINILABS** - Volume and Value by Sales (new, reconditioned); Installations (units, locations); Type (Analog, Digital); Technology (silver halide, inkjet, thermal) Capacity (<900 prints/hr., ≥900 prints/hr.); and Prints/Day

**PHOTO IMAGING KIOSKS** - Volume and Value by Type (printing, non-printing/input station); Primary Output Print Size (4x6", larger); Prints/Day; and Technology (inkjet, thermal)

**PERSONALIZED PHOTO PRODUCTS** - by Volume and Value (CD/DVDs, photobooks, greeting cards, calendars, posters, mugs)

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# KIS Photo-Me Expands Onsite Automatic Photobook Production Line

**L**everaging its operating experience with more than 2,000 original Photobook Makers worldwide, KIS Photo-Me has introduced the Photobook Builder, a profit-generating system designed to turn silver halide minilabs into powerful onsite production systems for top quality photobooks and folded greeting cards. Prints from the minilab are simply stacked in the feeder and the Photobook Builder does the rest automatically. A ten-page 5.7x8" (14.5x20cm) photobook (books as big as 30 pages can be made) is finished in just over two minutes, and up to 20 photo greeting cards are folded and glued in about 20 minutes. The revolutionary cold bonding process perfected for dye sub media has been thoroughly tested with real photographic paper prints to make photobooks unaffected by high humidity, large temperature swings or pollutants in the air.

"Retailers using our Photobook Maker have been so impressed by the quality and durability of the output, as well as its drawing power for attracting new customers, that they asked us to develop the Photobook Builder to complement their traditional 'wet' minilabs," commented Ivan Semenoff, President of KIS Photo-Me. "Our global vision is to deliver automated, reliable, economical production tools to photo retailers that will enable them to become dynamic producers of a wide range of creative, high-margin photo products that delight consumers and generate new revenues."

Express Photobooks are around for two years and now come with expanded options like a downloadable end-user software suite, a child book add-on and expanded payment options, says Yan Manissadjian, Marketing Manager, KIS Photo-Me. The expanded payment is currently available in Japan.

Using the touchscreen, and the proven

easy-to-use design software, customers can make an attractive photo album, complete with the album title printed on the spine, in under five minutes. The DVD Jacket sized (6 x 8 inch /15 x 20 cm) stain-resistant photobooks with a glossy finish and can be created with up to 30 laminated pages containing 100 photos.

The new compact Pocketbook Kiosk G2 is a versatile automatic self-service kiosk-printer-binder system that produces 4x6-inch (10x15cm) pocketbooks or creative print products (prints, frames, greeting cards, calendars and more) in minutes. Photobooks can contain up to 70 photos and be as large as 30 pages. Using the touchscreen, and the same easy-to-use design software that continues to thrill thousands of people everyday who use the Photobook Maker, consumers can make an attractive laminated photo album, complete with the album title printed on the spine, in under five minutes.

## The first of its kind avenue for the South-East and Far East Asian region

*A picture is worth a thousand words. True to this axiom, there is no other medium that facilitates or connects people like photographs do. No matter what culture, country, background or language - photography is a medium that crosses all boundaries. No one knows this better than the industry manufacturers who have been instrumental in delivering this change through the evolution and development of new products, empowering and enabling the consumers to capture their memories for all time.*

*PHOTOXPO 2010 provides a first-of-its-kind avenue for the South-East and Far East Asian region to think, talk and experience photography and imaging like never before. A unique concept uniting a trade and a commercial exhibition, will create a platform and opportunity where both - the industry and its consumers - can make smarter choices in the days to come. A place where the manufacturers will get to showcase the latest, and also sell the best of their products.*

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(L to R): Thierry Granier and Yan Manissadjian

The anti-vandalism enclosure design complies with the European disability access requirement, and requires only 6 square feet (0.55 sqm) of floor space.

For remote unattended locations, the new self-service SpeedLab 300/300+ accepts all popular digital storage media and provides a wide range of print sizes (4x6-inches/10x15cm available in color, B&W or sepia, 5x7-inches/13x18cm color and 6x8-inches/15x20cm color), a full range of creative products, and can burn CD/DVDs. Up to 400 4x6-inches/10x15cm prints/hr. can be made. The 300+ model incorporates a separate large format printer to deliver additional sizes: 8x10-inch/20x25cm, 8x12-inches/20x20cm and 4x8-inches/10x20cm. The consumables kit will print 600 4x6 inches/10x15cm prints between changes. Remote diagnostics via GPRS allows cost-effective monitoring and control of a group of kiosks from a central location.

KIS Photo-Me Group, Asia Region Sales Manager, Thierry Granier, says there is tremendous scope for their photobook solutions and professional printing equipment in India. 🇮🇳

## Hama GM Christoph Thomas honoured with the Golden Photokina Pin

**P**resident of the Photographic Industry Association recognised with the highest award presented by Photokina.

In recognition of Christoph Thomas' service to Photokina, Fritz Schramma, Mayor of Cologne and Chairman of the Supervisory Board of Koelnmesse, presented the Golden Photokina Pin to the General Manager of the imaging accessories company Hama.

In his tribute, Schramma praised the extraordinary contribution that Thomas has made to the imaging sector, pointing out that the Hama company has always showed great commitment in attending Photokina. The Cologne Mayor added that the company has not only remained loyal to the Cologne fair, the world's leading imaging event, but has also had a big impact on shaping the fair's positive development. "When a company identifies itself so strongly with something, it is a reflection of the people who work there," said Schramma. "That's why I am confident that the company will also continue to show this commitment in the future." 🇩🇪



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# Utilising Social Media to your advantage

**Jennifer Cisney, who has been with Eastman Kodak for 12 years, is very knowledgeable about Kodak's various business units and has in depth experience with the corporate website, kodak.com. She helped create, and now manages the corporate blogs. After launching Kodak's Social Media initiatives, she now oversees Kodak's presence on interactive sites like Facebook, YouTube, Twitter and Flickr.**

## Why should companies get involved in Social Media?

Companies can no longer rely on customers coming to them. In order to reach their customers, companies need to go to them, by interacting with them wherever they spend their time, whether that is Facebook, Twitter or any other social media site.

## How did Kodak get involved in Social Media?

As Kodak was making the transition to digital we realised that in order to stay relevant, the brand needed to be present in online conversation. And so, the first corporate blog was launched in September 2006 to start that conversation. Today we operate blogs, Facebook pages, Twitter accounts etc. You can find all of Kodak's social media accounts at <http://www.kodak.com/go/followus>.

## How do you evaluate the effectiveness of your Social Media efforts? Do you use a monetary approach, or something else?

We believe that what social media tool you are using is not as important as the way you use it. Different tools require different approaches as the reach of each of them may vary. For example, Orkut is more popular in Brazil than Facebook. We what we continuously emphasize is adding value, being transparent and listening. This spring we hired a Chief Listener who uses a tool called Radian6 to monitor our online mentions. This helps us to track our impressions and reach after every campaign.

## How many people in your company are involved in Social Media efforts? What



Jennifer Cisney

## groups are/should typically be involved?

We don't have a huge team dedicated to social media, but we have lots of support and participation from people across all groups at Kodak. For almost four years it was just one person, the Chief Blogger. Today that role has grown to Chief Blogger and Social Media Manager and we have added a Social Media Manager in Europe and a Chief Listener as well. We manage to cover a lot of ground in social media with just three people because Kodak employees from across the company contribute to the blogs, and there are many people that tweet as part of their primary job.

## Within a company organisation, who directs

## (or should direct) the Social Media effort?

Someone who has a good overall knowledge of the company and has a passion for social media should be given the responsibility. They should also have a direct access to contacts in public relations, marketing, product groups and support.


## What role do mobile devices play in Social Media efforts? Are different Social Media efforts used for mobile devices and desktop computers?

Mobile is simply another method of sharing and listening. It should be used to help amplify the traditional campaign you may have in place. You just have to take into consideration the features that a mobile device offers, like GPS etc.

## Is Social Media likely to be a passing fad, will it remain the same over time, or will it transform into something else?

There is no way to tell what is next although it seems unlikely that social media will go away soon. The important thing is that no matter what the next big thing is, you approach it thinking - how are we adding value, are we being transparent and are we listening?

## What tip you would give to a business interested in getting started in the Social Media?

Before you start, have a plan. Before you jump in, you should decide on your big strategy like your goals and audience, and work out the details like how will you moderate responses and how often will you post. 


Fred Shippey

# Fully automatic flash photography for easy operation

**S**igma Corporation has launched the new ELECTRONIC FLASH EF-610 DG ST. The EF-610 DG ST features a powerful Guide Number of 61 and is designed to work with the latest TTL auto exposure systems of all popular digital and film SLR cameras.

It features TTL automatic flash exposure control for easy operation. The auto zoom function automatically sets the optimum illumination angle in accordance with the lens' focal length in a range of 24mm to 105mm. When the built-in Wide Panel is used, the flash can cover the angle of 17mm. For bounce flash, the flashgun head

can be tilted up by 90°, to the left by 180°, or to the right by 90°. It can also be tilted down by 7°, allowing ease of use for close-up photography.

In addition to automatic mode, the flashgun also features a manual flash mode, making it possible to set the flash power to full or 1/16. When the flashgun is fully charged, a confirmation 'ready' light will be emitted and the flash exposure level can be checked through the camera's viewfinder. Other features incorporated into this flashgun include the Auto Power-Off function to help save battery power. 







**M**ore and more customers are interested in the new 3D technology. But they wish to be able to enjoy it for home entertainment too. Consequently many manufacturers are now offering 3D camcorders and 3D still cameras. But how do to playback your own recordings if you don't possess an expensive 3D TV?

With Aiptek 3D Digital Photo Frame P8 you can enjoy your 3D videos and pictures on a great 8" display wherever you are. Thanks to the big 1GB internal memory and embedded battery, the 3D picture frame P8 enables to view 3D pictures and 3D videos without glasses. Illuminated touch keys make the product easy to use and keep it elegant in all environments. But also the 2D content can be displayed in 3D mode by automatically using 2D to 3D engine inside the Digital Photo Frame P8.

The Parallax barrier 3D technology and the internal stereo speaker provide high resolution performance and high sound quality, so that 3D videos and pictures can be played back in great quality. Furthermore thanks to the embedded MP3-player it is possible to playback auto slideshows with MP3 music.

Aiptek 3D Digital Photo Frame P8 is easy to use thanks to the new and intuitive user interface with illuminated touch keys. The included remote control enables convenient use.

Thanks to the embedded battery and the big 1GB internal memory



## AIPTEK presents the new 3D Digital Photo Frame P8

P8 is suitable for mobile use. This photo frame is compatible with USB flash drives and SD/SDHC/MMC cards up to 32GB.

Aiptek 3D Digital Photo Frame P8 will be available from beginning/middle of November in specialist stores at the recommended retail price of 199,00€.

# Panasonic introduces DMC-G2

**P**anasonic is showcasing the new DMC-G2 from LUMIX G Micro System as one of the world's first interchangeable lens system camera with touch-control shooting.

The LUMIX G Micro System has been sparking revolutions in the market as its name "New-Generation System Camera" suggests. Ever since the release of DMC-G1, the first interchangeable lens system camera based on the Micro Four Thirds System standard with dramatic downsizing of the body adopting the mirrorless structure. The GH1 realised 1920x1080 full HD (High Definition) movie recording and the GF1 brought an innovation even in the viewpoint of design with a flat, slim profile. To develop the new DMC-G2, Panasonic focused on the operability and elevated it even higher by the adoption of touch-screen that connects the sight and action most intuitively. Just a touch on the subject in the LCD lets you set AF even to release the shutter. Various advanced AF functions taking advantage of high-speed, accurate contrast AF are now as easy and comfortable as it never was with a combination of touch-screen operation. Yet the camera body is compact enough to be the world's smallest and lightest.

The double Live-View function offered by the large

and bright 3.0" 460,000-dot free-angle Intelligent LCD and 1,440,000-dot 1.4x (0.7x\*\*) Live View Finder makes it possible to see how settings results in the picture in advance to the shooting. The 12.1 megapixel Live MOS sensor and the new Venus Engine HD II integrating Intelligent Resolution technology assure high image quality in both photo and movie recording.

The DMC-G2 records high quality movie in AVCHD Lite in addition to the motion JPEG even with advanced flexibility of cutting out a high quality still image thanks to the Intelligent Resolution technology. The camera has an HDMI output capability so that the dynamic movies and photos can

be played back on the large HDTV via the optional HDMI mini cable.

For stimulating the creativity of photo/videography, the popular My Color mode is succeeded from the predecessors to offer 7 color settings and 1 custom setting for both photo and movie recording. In addition, the Movie P mode lets you change the aperture to expand the expressiveness in movie recording. The DMC-G2 is also compatible with the optional external stereo microphone DMW-MS1 for high quality audio recording.

On the other hand, the iA(Intelligent Auto)mode which is popular in both Lumix system cameras and compact cameras supports easy shooting with automatic optimization according to the scenes in both photo and movie recording. It can be directly activated with the newly added iA button without trouble of setting using dial or menu.

The DMC-G2 with HD movie recording capability offers an abundance of advanced functions with an unprecedented ease of use realised by a touch control. It brings users from entry level to high amateur and even to professionals, a different surprise and joy of shooting commensurate with their photographic stage. Body colours are available in three colors - black, red and blue.





# Ein Prosit Raise a toast at the Oktoberfest!

**W**hen you think alcohol festivals, there's just one name that immediately comes to mind – Oktoberfest! Think Bavarian barmaids in elaborate *dirndls*, loud polka tunes, sausages, *sauerkraut* (sweet and sour cabbage), and apple strudel. Think tons of beer suds, and then think of some more. Think 'Bier Paradise'! This is just some of what you'll find at the Munich Oktoberfest.

And what could be a better follow up to Photokina than Oktoberfest. So head down to Munich, just 3 hours away from Cologne by train, for the world-famous Oktoberfest (18 September – 3 October). If just the thought of beer isn't enough to entice you, read on to learn how the festival began and know what you'll be losing out on if you decide to skip it. You may have missed the beginning but you'll still have plenty of time to make up for it.

## Journeying back:

On 12 October, 1810, Bavaria's Crown Prince Ludwig married Princess Therese von Sachsen-Hildburghausen. To celebrate their union, the royal family and the citizens of Munich gathered on the fields in front of the city gates to be part of the festivities were held over five days and ended with a horse race. The celebration was so popular that the following year, the celebrations continued and an agricultural show was also included. And thus began the legendary Oktoberfest.

Over the years, additions were made like amusement areas with wheel barrow and sack races, mush eating contests, mechanical rides and in 1908, the festival boasted Germany's first roller coaster. When beer initially came into the mix, makeshift beer stands began cropping up, and in 1896 they were eventually replaced by enormous beer tents of today, each of which is sponsored by a local Munich brewery. The festival was also prolonged and

moved ahead to September because of the better weather conditions. Today the festival spans 16 days and the last day of the festival is the first Sunday in October. The Oktoberfest has been hosted in the same 420,000 square-meter open field since 1890 which was named 'Theresienwiese' or 'Theresa's meadow' and today the festival is undoubtedly the largest festival in the world with over 6 million visitors every year.

## Time-honoured Traditions:

*Grand entry of landlords and breweries:*

The traditional prelude to the start of Oktoberfest is the entry of the landlords and breweries.

A procession of floats and flower-decked carriages drawn by noble steeds carrying large beer barrels on their way to the Theresienwiese.



## Oktoberfest 2010:

### Beer Serving Hours:

**Weekdays:** 10am - 10:30pm

Saturdays, Sundays and holidays: 9am - 10:30pm

### Daily Tent Closing Time:

The Käfer Wiesn-Schänke and the Weinzelt tents are open until 1am. Last call for alcohol: 12:15am

## The 14 tents of Oktoberfest:

Every year there are 14 main tents set up for the Oktoberfest, each sponsored by a different Munich brewery. The tents vary in size and each serve their specially brewed beer!

### Some of the famous tents:

**Schottenhamel Festhalle:** This is the oldest tent at Oktoberfest, dating back to 1867. It is also considered the most important by some as it is where Munich's Mayor kicks off the festival by tapping the first keg of beer. Schottenhamel is the largest Oktoberfest tent with 10,000 seats.

**Hackerbräu-Festzelt:** Amongst the largest Oktoberfest tents at Oktoberfest, its ceiling is painted with blue skies and white clouds and locals call this tent "Himmel der Bayern" (Heaven for Bavarians).

**Weinzelt:** This tent is where you can enjoy an extensive wine and champagne selection. Besides traditional Oktoberfest dishes, the wine tent also has seafood and even Thai delicacies on its menu.

## Opening Ceremony of the Oktoberfest:

At noon, the mayor of Munich taps the first keg of Oktoberfest beer with the traditional cry "O'zapft is!" ("It is tapped!")

), followed by a 12 gun salute. After that, all Oktoberfest beer halls are allowed to tap their beer kegs, and Oktoberfest moves into high gear with all the visitors being allowed to quench their thirst.

### Oktoberfest Costume and Riflemen's Parade:

The world-famous parade is one of the best and most colourful displays of Bavarian history, culture, and tradition. Approximately 9,000 participants will present a variety of regional costumes, and folk dances. The 3-mile long procession also has "troops" in historical uniforms, marching bands, riflemen, thoroughbred horses, and even oxen, cows, and goats.

### Open-Air Oktoberfest Concert:

On the second Sunday of the festival the steps of the Bavaria statue are filled with more than 400 Bavarian musicians who gather for an open-air concert. This year the concert will be on Sunday, 26 September 2010 at 11 am.

So book your tickets and don't forget to wish everyone *Gemutlichkeit* (Good spirits to you!) to the tune of clinking of beer mugs! 🍻

**Karina Aggarwal**





# Compact System Camera- Here and How!

**M**irrorless, interchangeable lens cameras have entered the market and created waves in the last 12 months. From Sony's NEX-5 and 3 to Panasonic's Lumix GH2 and the FinePix X100 prototype with its vintage style and design, this segment has taken the world by storm and created a huge niche for itself. With Photokina 2010 seeing new announcements in this category, it is evident that the growth in this segment is in fact, an excellent example of how innovation has created consumer demand.

Mirrorless cameras or interchangeable lens cameras as they are called, create an option for the advanced amateur to explore skills in photography. The interchangeable lens camera or the CSC (Compact System Camera) is not constrained by the comparative price, design and technology limitations of compacts and not burdened by the DSLRs which seem intimidating to the uninitiated.

CSCs can be combined with their own, dedicated line of lenses. This means that when you buy one, you are essentially buying into a 'camera system' of a body, lenses and other accessories, similar to an experience with a DSLR.

At Photokina 2010, all the major manufacturers have featured their CSC models. Samsung's NX100 has a completely new top panel design for its category and sticks to simplicity, while allowing smart use of technology to solve the consumer's needs. Its toggle i-Funtion button, a first in any camera seen yet, allows you to control essential camera functions such as shutter speed and aperture settings by using the focusing ring, which can at any point of time switch between its twin functions.



If these innovations aren't enough, switch over to the Olympus PEN E-PL1, this year's TIPA awardee in this category. Simple, cost effective and smart, this baby can have you clicking brilliant pictures with its easy-to-use interface that makes it effortless for compact camera users to get going.

Sony's NEX-5 and 3 users marvel at how other manufacturers' lenses are compatible with their camera, through adapters that are manufactured for the same purpose, in spite of having their own E-mount lenses. Both cameras are thinner than any others in the category and Sony is bullish on innovation and market expansion- a sign that more will definitely follow!

For the purist, the CSC segment might seem like further and unnecessary market

differentiation. Yet, the statistics are quite clear; consumers want and in fact need these products as they are a seamless and easy transition into the world of advanced digital photography. With APS-C sensors and dedicated lens systems, they are the closest yet to DSLR-quality photography.

On the first day of Photokina 2010, Panasonic released its DMC- GH2, the world's first CSC with a 3D lens. Yes, you read right. Make it a point to visit Panasonic's stands at Photokina and you'd probably be quite thrilled about what this 16.5 megapixel camera can do. Also included is an intuitive touch-screen control. You can simply touch your subject on the LCD screen to focus on it. It is being marketed as a hybrid camera - representing the slow and steady integration of HD video recording capabilities and superior image quality in still photography.

This new segment brings together the best from the worlds of compact companions for DSLRs, complementing it in quality and portability. CSC's lens systems mean that you can explore photography perhaps as well as you can with a DSLR, ignoring the bother of a tedious learning phase.

A lot remains to be seen. Biggies Nikon and Canon are yet to come out with their own line of CSCs and one can be sure that this is a market segment no manufacturer will ignore. While smaller, smarter and more advanced models will continue to be announced, get set to experience the models which are creating waves the world over, right here at Photokina 2010. 📷

Arindam Mohanty



# The New Print Model: Grouped and Bound into a Photobook

In the photo-imaging industry we all talk about photobooks and assume everyone is referring to the same product. But are they? At the 2009 International Business Forum in China, Kodak presented an interesting chart depicting the wide range of photobook opportunities available across different price points.

Value Tier	Product Position	Application/Event	Forecast (WW)
Cheap, Economical	Flip Books Brag Books Soft Cover Transient	Day Trips Weekend Get-Aways Social Gatherings Milestones Friendships Sports/Event	2008: 25M Photo books \$750M Revenues \$250M GP Web-based ordering, some in-store
Mainstream Middle of the Road	Coffee Table Hard Cover Archival	Vacations Family Gatherings Holidays Special Events Gifts/Sharing	2012: 55-100M Photo books \$3.3-\$5.5 Revenues \$750-M GP Web-based primarily, in-store pathway emerges Production pathways varied
Premium, Professional, High End	Distinctive Distinguished Heirloom	Weddings Anniversaries Family Reunions Graduation/Senior Life Stage	

Each of these categories will have its features: from pages produced by printer on silver halide photo, inkjet or dye sub media to those made on digital presses; from soft- to hard- to leather-bound covers; from single-page arrangements to double-page “lay-flat” designs; and from simple to creative photo/text layouts. The choice will be based in part on what moments are being captured and what story is being told. From fairly frequent life events to those once-in-a-lifetime events.

The channels through which consumers can obtain these products are evolving as well – from mostly on-line ordering to in-store software that encourages them to quickly to tell their story and express their creativity while enabling retailer service providers to expand their portfolio to meet these different needs with options for making them in-house. Photobooks represent high-value-added products and, as a result, this growing market segment is attracting new competitors. Established commercial bookmakers, who have watched their profit margins shrink during the world’s economic woes over the past two years, are longingly viewing this opportunity to utilise their equipment and skills to boost their returns.

In Japan, for instance, Akihiko Ogino, President of Contents Works, recently told a conference organised by the Photobook Promotion Association that his on-demand publishing company started offering photo albums in 2004, and two years ago entered the on-demand photobook market, adding large-format sizes last year. He commented that customers for his pocket-size books, buy an average of 2.6 books/order and 30 per cent order additional books within 12 months. Half of those orders are for gifts.

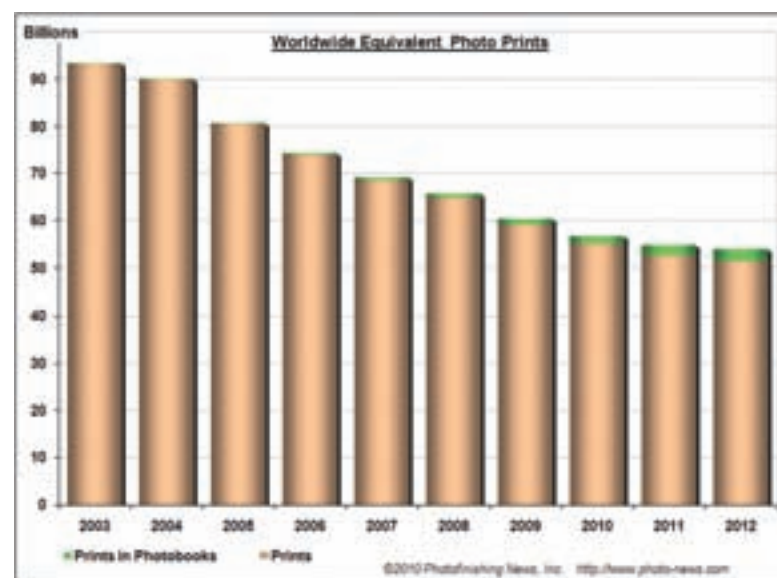
During this same conference, Hideyuki Ohnishi, Director of central lab operations at Labo Network, a division of Kitamura, Japan’s largest specialty store chain with more than 1,000 outlets, spoke about the growth of the domestic photobook market from 950,000 units in 2007 to 2.05 million in 2008 and 3.05 million in 2009. The corresponding retail value was ¥1.9 Billion, ¥4.0 Billion and ¥6.4 Billion, respectively, putting the average price at around ¥2,000 for each of the three years. He also categorised the market, saying that those photobooks below ¥2,100 are “content books” to commemorate cultural events involving babies and children and have soft covers, while those photobooks over ¥3,000 have hard covers because they contain memories of special

events, such as weddings. One reason that the average photobook price has remained relatively steady has been the introduction of minibooks, which measure 5x5cm and can be carried in ladies’ purses. Japanese consumers are very cost-conscious, with consumers picking up 95 per cent of their Kitamura photobook orders at a retail location to avoid paying shipping charges.

Acknowledging that significant barriers still exist to more widespread photobook creation, such as the time and effort needed for the design as well as the select and upload procedures, Ohnishi said Kitamura is offering a photobook design service, initially for wedding books only. In a reversal of the actions preceding the introduction of APS films, he is advocating that camera manufacturers save the DPOF data, which is used by photofinishers, as metadata with each image to simplify production. On behalf of Kitamura, which is a major retailer of cameras, he invited 16 camera

manufacturers to participate in discussions about how they can help grow the photobook business. At the time of the conference in June, he said that several companies had agreed to this proposal.

If we consider the prints that now are contained within photobooks as part of the overall photo printing business, the decline in worldwide photo printing is bottoming out, as shown below. After 2012, we expect that the “equivalent prints” figure may begin to climb again. Those readers who have studied our earlier forecasts will notice that we have tempered our optimism as we witness the relatively slow development of this exciting market segment.



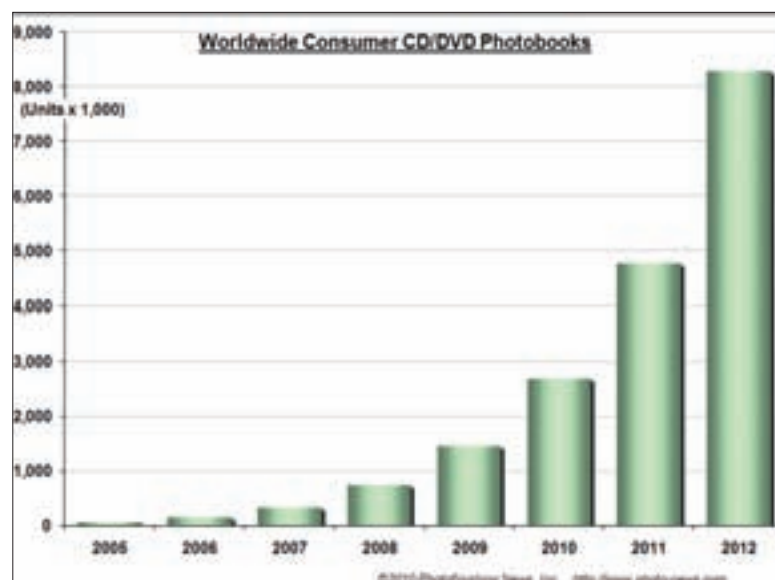
Why? Besides the consumer awareness and photobook creation issues already mentioned, additional challenges for traditional photofinishers entering this market segment are: 1. Learning how to make books and, for those buying digital presses, how to print in CMYK rather than RGB and; 2. Developing the necessary marketing skills to reach the “new” consumers who thrive on social networks. Commercial printers and bookmakers eyeing this lucrative market segment, who already possess the skills to make high quality photobooks, also lack



the marketing skills to reach consumers through a B2C business model, having grown their business in a B2B market. However, some of these “newcomers” have chosen to become production facilities only, partnering with marketing companies. The UK based Minotaur Group only began photobook production at the end of 2009 but already expects 2010 sales to be in the multi-million British Pound level. The company has developed a unique free downloadable smartphone application that lets users create an A6 (145 x 105mm) photobook with 15 photos. The photobook is completed within one working day after being received by the company.

Are “hardcopy” photobooks enough? They certainly have limitations: they can only contain photos and text., and they cannot be viewed remotely. Are we ignoring “digital” photobooks that could also include video clips, music, animation, audio/voice and even hyperlinks? The concept of creating a digital photobook that could be accessed from any digital television merely by using the remote is not new. It was suggested by CeWe Color three years ago, although it has not been commercialized because of the slow rate of adaption for digital TVs in Europe. We have been optimistically projecting that this market segment would grow rapidly, but have been disappointed by the lukewarm interest of the photo-imaging industry. Our current estimates and forecast for the market, including those CD/DVs that are made in conjunction with hardcopy photobooks, is shown in the Figure.

Hopefully, we are now being too pessimistic. However, it would



be sad to see this developing market segment migrate to the consumer electronics/entertainment companies after all the investment that our industry has made in teaching consumers worldwide how much fun it is to record their life events as a story rather than as individual pictures.

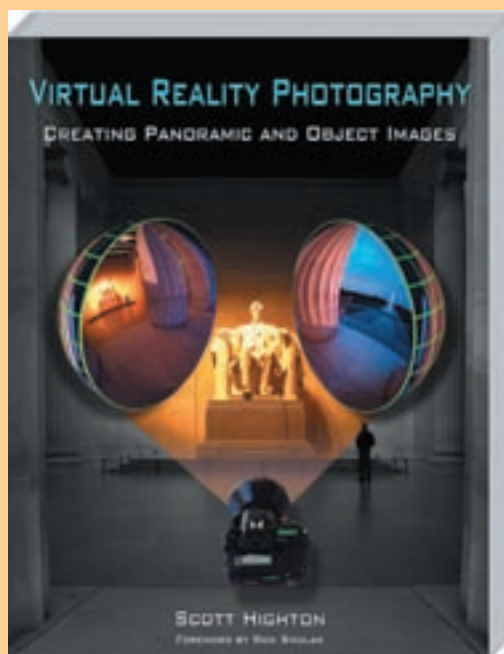
**Don Franz**

## Immersive Imaging at Photokina in IVRPA Booth

In the 19<sup>th</sup> century, artists painted large-scale, realistic scenes on the inside of a cylinder. Standing in the middle of the cylinder, a viewer would feel as if he was seeing a distant place because the image wrapped around him filling his vision. They were called cycloramas from the Greek words cycl to circle and orama to view. Dozens of cyclorama buildings, either circular or hexagon-shaped, were constructed in cities throughout North America and Europe by the late 1800's.

Apple brought such an immersive visual experience to the computer monitor when they introduced QTVR (QuickTime Virtual Reality) in 1994. QTVR also introduced something new - virtual objects that could be rotated and viewed from all sides on a computer monitor. During the late 1990's a number of companies, including IPIX, offered immersive imaging solutions. More recently, most of the companies that had been instrumental in promoting virtual reality immersive imaging have either disappeared or lost interest in the technology.

My friend Scott Highton is based in the San Francisco bay area and was the first outside photographer brought in by Apple Computer to use, evaluate and test QuickTime VR. He was also one of the earliest photographers to work with Internet Picture's PhotoBubble technology (IPIX). In his new book *Virtual Reality Photography - Creating Panoramic and Object Images*, Scott shares his extensive knowledge about every aspect of successful panoramic and object VR photography in 24 detailed chapters. His web site, Virtual Reality Photography ([www.vrphotography.com](http://www.vrphotography.com)), is an online



international resource for information about interactive photography, immersive imaging and photographic virtual reality (VR).

I recently asked Scott for his views on the future of virtual reality immersive imaging.

He said, “Immersive imaging and interactive VR photography have, for some time, been on the verge of explosive growth. I think that time may now be upon us. Most of the obstacles of the past - restricted bandwidth, lack of format standards, difficulty of production - have been mitigated, if not eliminated in recent years.”

“Today, we are seeing the use of VR photography across a broad spectrum of commercial industries, from real estate, travel,

and hospitality, to manufacturing (automotive, aircraft, boating etc.), entertainment, scientific study, and education. Software applications such as PTGUI ([www.ptgui.com](http://www.ptgui.com)) and others have made the assembly of seamless VR panoramas easy enough for almost anyone to do. Panoramic image sequences for stitched assembly can be shot with almost any camera and lens combination using with VR pan heads such as those from Manfrotto ([www.manfrotto.com](http://www.manfrotto.com)), Nodal Ninja ([www.nodalninja.com](http://www.nodalninja.com)), Peace River Studios ([www.peacriverstudios.com](http://www.peacriverstudios.com)), and Kaidan ([www.kaidan.com](http://www.kaidan.com)).”

He continued, “It’s an exciting time to be a VR photographer. The opportunities for use of interactive photography abound. It will be the creative visual storytellers who succeed in these markets (much like with traditional still and motion photography). There are tremendous choices available for good equipment (cameras, grip, and lighting gear), as well as software options. All the tools are out there today... it’s simply up to the photographer to choose them and use them well.”

You can experience virtual reality photography yourself at Photokina in the IVRPA booth in Hall 4.1 Stand A010. The International Virtual Reality Photography Association (IVRPA) represents more than 400 panoramic photographers world-wide and their booth will feature an exhibition of panoramic prints and gigapixel prints; a display of interactive VR panoramas on monitors and video projectors; as well as public workshops on VR photography given by IVRPA staff and sponsors.

**Fred Shippey**

# Tamron's SP AF 17-50mm lens for Nikon on DX-Format DSLRs

The lens features high-speed, high-definition f/2.8 standard zoom with Vibration Compensation (VC) image stabilisation mechanism.

**T**amron Co., Ltd. has released the SP AF17-50mm f/2.8 XR Di II VC LD Aspherical [IF] (Model B005), a high speed f/2.8 wide-to-moderate-telephoto zoom lens designed exclusively for Nikon-mount digital SLR cameras with smaller sensors. The lens features Tamron's proprietary tri-axial Vibration Compensation (VC) mechanism that minimizes the effects of handheld camera shake. Tamron plans to introduce the lens in a Canon mount version shortly.

The new lens covers the very popular 17-50mm focal length range (equivalent to 26-78mm in the full-frame 35mm format) making it extremely versatile. Its wide aperture and outstanding performance provide practical advantages in low-light shooting and aesthetic image control, thereby enriching the user's range of creative expression. The new lens delivers impressive sharpness and striking contrast over its entire focal-length and aperture range, and at its maximum aperture of f/2.8 it produces beautiful images enhanced by shallow depth-of-field, and smooth, natural transitions in out-of-focus areas of the image. The VC image stabilisation mechanism, which controls the effects of camera shake in three planes, provides more opportunities for sharp hand-held photography at the slow shutter speeds needed when shooting in low-light conditions (eg. night or indoor scenes) dramatically enhancing the user's level of photographic freedom.

## PRODUCT FEATURES

### Vibration Compensation image stabilisation mechanism

Equipping a fast standard zoom with the advanced VC mechanism enables extended hand-held shooting possibilities along with enhanced versatility. It allows the full range of photographic expression, all the way from maximizing the expressive background-blurring effects by shooting at the maximum aperture of f/2.8, to fixed focus photography at the smallest apertures using extended depth-of-field.

**Compact size with a filter thread of Ø72mm, while delivering both a large F/2.8 diameter and VC**



While the size of a lens tends to increase when it's equipped with an image stabiliser unit, Tamron has kept this lens as compact as possible through improvements to optical, mechanical and VC designs, thus achieving a remarkably compact size with a filter thread of 72mm.

Since the new Tamron 17-50mm VC lens is a large diameter F/2.8 zoom, the optical image stabilisation system is also relatively large compared with previous VC lenses. To achieve the same anti-shake effect as the renowned VC mechanism incorporated into Tamron's high power zoom lenses—models B003 and A20—the engineers had to enhance the VC unit itself, the mechanism that controls the optical image stabilisation system. This initially led to an increase in size compared with existing lenses. It was therefore necessary to reduce the size of the VC unit while at the same time increasing its torque of driving power. This could only be achieved by bringing to all of Tamron's advanced engineering capabilities that had enabled is to produce high-power zoom lenses and light, compact, high-speed standard zooms. After a prolonged program of development entailing exhaustive research and tireless testing, Tamron's engineers finally achieved their goal, a fast, compact zoom lens with a filter thread of 72mm incorporating both a large F/2.8 maximum aperture and an effective Vibration Compensation mechanism.

This stunning achievement entailed innovations in both manufacturing technology and production engineering, including improvements to the precision, weight, and strength of the lens' components. The result: The Tamron SP AF17-50mm F/2.8 XR Di II VC, an extraordinarily complex lens to manufacture but a joy to use.

**Enhanced optical system** optimised for the characteristics of digital cameras, uses special glass for multiple elements, to enhance optical quality while maintaining compactness. With its innovative use of XR (Extra Refractive Index) glass, Tamron has implemented advanced correction of optical aberrations. Two LD (low dispersion) lens elements are also employed to make effective corrections for axial chromatic aberrations and chromatic aberrations due to magnification, a major factor in enhancing optical quality in digital photography. The result: excellent image performance throughout the zoom range.

#### • Optimizing the angle of light rays striking the image sensor

To reduce the impact of changes in aberrations due to zooming, the optical design adopted for this lens was developed to literally guide the angles of rays of light entering from the centre to the periphery of the lens. This ensures that the light rays fall within a set range on the image sensor, enhancing image quality.

#### • Reduced fall-off of peripheral brightness

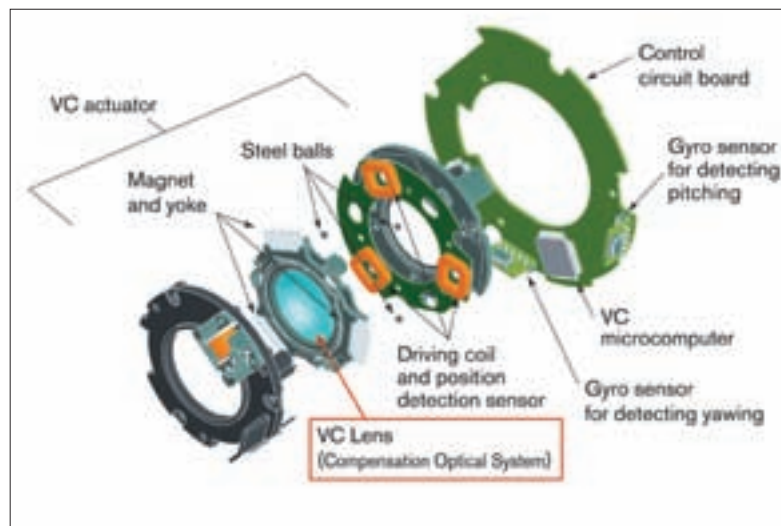
The fall-off in peripheral brightness that limits resolution in wide-angle shooting is very well controlled, resulting in excellent image detail from the centre to the outer edges and corners of the image field.

#### • Superior resolution

As an SP Di II class lens, this lens delivers top imaging performance in all key parameters—high resolution, high contrast, and excellent detail rendition.

#### • Uncompromising countermeasures to reduce ghosting and flare

The latest BBAR (Broad-Band Anti-Reflection) multi-layer







Exif Data  
50mm(equivalent to 78mm) F/2.8 1/40sec ISO 800

coatings are used to reduce reflection from the lens, ensuring excellent performance in all photographic conditions. The coatings enhance light transmission in both the short wavelength and long wavelength ranges. In addition, internal surface coatings (coatings on cemented surfaces of lens elements) have been applied to all cemented surfaces,

#### SPECIFICATIONS

**Model:** B005  
**Focal distance:** 17 – 50mm  
**Maximum aperture:** F/2.8  
**Angle of view (diagonal):** 78°45' - 31°11'  
**Lens construction:** 19 elements, 14 groups  
**Minimum focus distance:** 0.29m (11.4in.)  
**Maximum magnification ratio:** 1:4.8  
**Filter thread:** 72mm  
**Length:** 94.5mm (3.7" in.)\*\*  
**Diameter:** 79.6mm (3.13 in.)  
**Weight:** 570g (20.15 oz.)\*\*  
**No. of diaphragm blades:** 7  
**Minimum aperture:** F/32  
**Standard accessories:** Flower-shaped lens hood  
**Compatible mounts:** Canon and Nikon (with built-in AF motor)  
*\*\* Length and weight values given are for Nikon cameras (with built-in AF motor)*

for sharpness, optimum colour reproduction performance and excellent colour balance.

**Minimum focus distance of 11.4" (0.29m) across the zoom range, with macro capability of 1:4.8**

Even with its VC image stabilisation optical system this lens delivers a minimum focus distance of 11.4" over the entire zoom range, enabling stress-free close-up photography. The maximum magnification ratio at 50mm is 1:4.80.


#### Simple, beautiful exterior design

A simple, classic design with a smooth silhouette has been adopted to ensure that this lens combines well with various SLR cameras. The highest quality textured paint has been used to give a superb finish to the exterior.

#### Zoom lock mechanism, useful when carrying the lens/camera over your shoulder


The lens includes Tamron's zoom lock mechanism to prevent the lens barrel from extending by its own weight when the lens is being carried on the camera pointing downward.

#### Flower-shaped hood with excellent stray light shielding properties supplied as standard accessory

The flower-shaped hood is ideally matched to the frame of the viewfinder screen to effectively block damaging light rays coming in from outside the borders of the image area, ensuring clear, sharp flare-free performance. The hood is provided as a standard accessory. 

## UNICEF Photo Display

The passageway between Halls 3 and 4 of Koelnmesse hosts the winning entries of the prestigious 'UNICEF Photo of the Year' award. 108 pictures of 30 photographers from 18 different countries line the walls under the title 'Children – the Present of the Future'. The pictures are a selection of the best works of the contest as well as the winners of the 2008 and 2009 award, and together give an extraordinary insight into the ways of life of children across the globe. Since 2000, UNICEF Germany has granted the award every year to photos and photo documentaries that best portray the personality and living conditions of children everywhere.

Amongst the photographers on display at Photokina 2010 are Alice Smeets (Belgium), Johan Bävman (Sweden), Oded Balilty (Israel), Balazs Gardi (Hungary) and Edwin Koo (Singapore). 

Karina Aggarwal

#### UNICEF Photo of the Year 2009

27-year-old Swedish photographer Johan Bävman's series "Albino – In the shadow of the sun" draws attention to the status of people with albinism in Africa, who are often ostracized and even violently attacked. His winning picture is of two best friends playing in their school classroom in Tanzania – the visually impaired 10-year-old Mwanaidi and Selina who suffers from albinism.

The picture was one of the 1,147 nominated pictures submitted by 123 photographers from 33 countries for the UNICEF Photo of the Year 2009



# Global photo market in recovery mode

The global photo market is once again experiencing growth, after some regions recorded a decline in the previous year. For 2010, GfK Retail and Technology is forecasting sales of 141 million digital cameras, which even represents an increase on the high levels seen in 2008.

For 2010 as a whole, GfK Retail and Technology is anticipating that the digital camera market, which includes both compact cameras and system cameras with and without SLR technology, will see a sales increase in volume terms to over 141 million units. This market is very strongly driven by growth in Asia: in China, sales of over 14 million cameras are expected in 2010, and 16 million in 2011. On the one hand, this data reflects a high level of interest in the subject of photography among consumers. On the other, it is a sign of the still very low level of market saturation. This growth means that China has now become the second largest market for digital cameras behind the USA (source: GfK and NPD).

The Photographic Industry Association reports that the mood within the sector is extremely good. This is supported by the fact that the global camera market is experiencing a record high this year. The market researchers at the Society for Consumer Research have determined that roughly 403 million digital cameras, 52 million camcorders and two billion camera phones/smartphones are in use around the world. These figures include about 140 million digital cameras, 17 million camcorders, and 550 million camera phones/smartphones in Europe. The number of images taken with these devices is correspondingly high. Shutters "click" 1,000 times per second in Germany alone.

In the first half of 2010, the technical



consumer goods market in 56 countries grew by more than 20% in value terms compared with the same period of the prior year. The photo sector grew by 11% over the first halfyear, and by as much as 19% in June alone. Particular growth markets are the Eastern European countries (with an increase of 25%), Latin America (51%) and Asia (20%). As a result of this positive trend, the Middle East and Latin America have overcome the decline recorded in the previous year and are even at a far higher level than in 2008. The main growth drivers are digital and multimedia cameras – products that can be used both to take photographs and to play videos and are sometimes equipped with audio functions or voice recording. Sales of digital picture frames and camcorders did not reach the previous year's level in value terms.

Consumers are currently displaying a high level of interest in high-quality digital compact cameras with an interchangeable lens. This product segment is characterized by the very fast rate of technological development, and the increasing number of functions is encouraging many consumers to buy a second or third camera. Digital SLR cameras recorded strong growth

of 22% in the first six months of the year. They have been joined by system cameras without SLR technology, a product segment which appears to be establishing a new market field and creating demand potential both from the traditional SLR market and from the compact segment. In the second quarter of 2010 in particular, cameras in this market with interchangeable lenses recorded growth of 32%.

The number of technical products that use storage media, for example digital cameras, digital photo frames, mobile phones and smartphones, as well as camcorders and notebooks, continues to rise. These markets are seeing particularly positive growth in Russia, the Middle East and Latin America. Consequently, demand for memory cards is also increasing. Although these have recorded an overall decline of 13% in unit sales volume in Western Europe, storage capacity and value sales have grown by 16% and 2% respectively. The regions of Eastern Europe, the Middle East and Latin America have seen a rise in sales of between 5% and 7% in volume terms, an increase of 50% in storage capacity and growth in sales of between 20% and 28% in value terms. Although the smartphones market continues to enjoy very dynamic growth, demand for micro cards which are used in phones is not rising to the same extent. In contrast, cards for digital cameras and camcorders are on an upward trend. SD cards should receive a special mention here, as they are showing very positive overall development and corresponding value growth. Average prices have increased by 28% per card in Western Europe, and by as much as 38% in Eastern Europe. This means that clear trend reversals are emerging in these product groups.

Courtesy: GfK Retail and Technology

## Singapore projects striking photographic solutions

Singapore's imaging and printing industry, a S\$ 5 billion enterprise is made up of many of the world's biggest names such as Canon, HP Imaging and Olympus. Leveraging its position as an important gateway to Asia Pacific's dynamic imaging and printing industry, the Republic is also home to a growing pool of regional and global players in photography, videography, digital imaging and printing solutions, as well as manufacturers of related products. Wanting to explore the rising opportunities presented by this growing industry, the Singapore Photo Trade Association is leading the Singapore Pavilion at Photokina 2010.

With support from International Enterprise

(IE) Singapore, The Singapore Pavilion features six players representing a cross section of the imaging industry in the city-state. From consumer products and services such as breakthrough wireless memory cards and customised photo albums, to products that promote the production of high quality images, such as flashlights, Singapore wants to showcase and promote its latest innovations to the world.

George Lin, President of the Singapore Photographic Trade Association, said, "Singapore's sound infrastructure for high-end research and development (R & D) has attracted many global imaging leaders to locate their headquarters there, while providing local players

with the right environment to constantly innovate. It is also ideally located to act as a regional hub from which companies can explore opportunities from across the region. Coupled with its established local printing and imaging ecosystem, Singapore is primed to be a global player in the printing and digital imaging industry." Some of Singapore's innovations include the FluCard, a Secure Digital (SD) memory card with wireless capabilities, from Mobile Media Solutions, digital imprinting from Fakutomi Technolgoies Pte Ltd., the world's largest Xenon lamp manufacturer, Xenon Technologies, a manufacturer of digital camera batteries, and universal chargers for still and video cameras, Swissco Technology, a leading provider of lighting solutions, Sunblitz Singapore Pte Ltd., and virtual photo frames and photo albums from Kim Tian Colour Centre.





# The Indian imaging market shows positive trend in 2010

**T**he Digital Still Camera is rapidly strengthening its hold over the Indian Market. The business is constantly evolving. Aspiration and affordability is driving people to multiple ownership and driving up the market. Companies on their part are innovating on design, functionality, technology and even tweaking price to attract buyers.

The challenge for the manufacturers today is to provide the best of features and quality at the most affordable prices as consumers today look out for value for money. Touch screen cameras, Optical zoom, Image stabilizer are few of the popular features that an India consumer looks out for while purchasing a camera.

Digital Cameras market witnessed a great boom in H1 2010, especially during the months of May and June. This is primarily attributed to Summer Holiday season and new model introductions from major players. Small brands like Nikon, Fujifilm and Samsung grew well due to their new enhanced models and increasing market awareness about their presence.

Around 0.46 million units were sold in Jan-June'09 period with business of worth INR 4.1 billion being conducted. The reported 10 towns witnessed a growth of 33 % in units and 22 % in value over Jan-June'09 period. Summer/ Vacation season (April-June) 2010 showed huge growth of 44% in units and 31% in value vs last year, according to GfK Retail and Technology

In H1 2010, Mumbai is the highest contributor to DSC market (23%), followed by Delhi (18.3%) and Bangalore (16%). Growth is very well visible in smaller towns, like Ahmedabad (68%), Pune (40%) and Hyderabad (40%). These 3 are the potential markets for the brands to focus on.

Higher purchasing power and exposure to better photographic devices through use of mobile phones has opened a huge market in small cities that Brands are aiming to tap.

Digital SLRs are a growing segment in Digital still camera. Though Compact Digital Cameras still command 93% of the pie in terms of value, SLR segment has witnessed 22% of Value growth over YTD'09. The growing demand for single-lens reflex cameras is visible as the customer base has spread from professionals and camera enthusiasts to casual users.

Feature Trends continue to indicated upward Trend in Higher Megapixels. The

growth in the DSC market is primarily due to the growth in the higher resolution segments. 10 MP and above segments have grown phenomenally in 2010, as explained by chart below.

Effective pixels segments 10 MP and above have experienced huge price reductions, to the extent of 25%. This reason, alongwith better technology and superior features have led to a good growth of this segment.

Though 4-6X optical zoom segment has highest contribution, but higher optical zooms have increased significantly in H1'10, thus showing increasing awareness of consumers towards the advantages of the higher optical zoom camera.

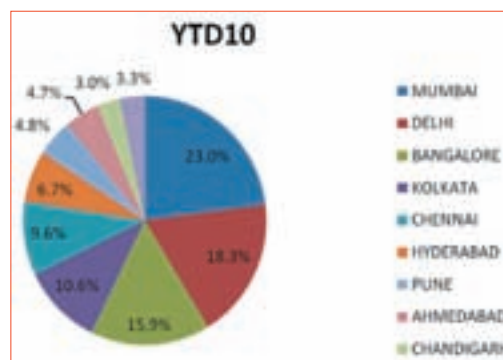
Sony is market leader with 34% unit share and 35% value share in H1'09 period. In this period, around 13 new models have been captured in this period out of which DSC-W210, DSC-S950, LCD monitor size.

As visible from the chart below, large screen sizes are gaining popularity among consumers. This is because a bigger screen means one can see the detail more easily when composing photos, makes reviewing photos and showing them more enjoyable and finally helps ensure the camera menus are larger and more readable.

Price erosion happening across segments, but due to shifting of the consumers towards higher resolution cameras and increase of SLR contribution to the total DSC market, the price erosion of the overall category has been more or less stable. The drop at a total DSC level is approx 7%.

The Independent Non Photo Channel experienced enormous growth of 60% in YTD'10 over YTD'09. This over-shadowed 9% growth in Independent Photo channel.

Similarly, the contribution of National chains has increased from 10% to 16% in YTD'10. This shows that consumers are moving more towards the "One stop shop" i.e. organized retail for making their purchases.



This is mainly because the organized retail provides better discounts and deals throughout the year to the consumers.

Kodak's Easyshare C140 is the top selling model in H1'10. It contributes to 8% of the total market size of DSC from Jan-Jun'10. This model was launched in April'09 and was at its peak from Sep'09 to Mar'10. Though it is at its declining stage, but is still over performing others. 2nd position is grabbed by Sony's CYBER-SHOT DSC-W320, which contributes to 4% of the market share. This model was launched in Jan'10 and it soon picked up sales to be ranked as No. 2 at the end of H1'10. The 3rd position is enjoyed by Canon's POWERSHOT A480, which contributes to 3.8% of the DSC market. This model was launched in Apr'09 and is in its declining stage. For June'10, CYBER-SHOT DSC-W310 and CYBER-SHOT DSC-W320 from Sony are the top selling models, together contributing to nearly 12% of June'10 Market Share.

There was the launch of 14.6 MP NX10 series from Samsung in India. This camera features AMOLED screen which is claimed to be better in performance than conventional LCDs.

Fujifilm added high definition (HD) capability to its 14 new models launched in April'10 in Indian Market. FujiFilm India has geared up to offer a completely new experience to Indian customers with added HD attraction in their already existing line and by bringing in new fully-featured cameras. Nikon aiming to strengthen its Market share in Single Lens Reflex (SLR) camera market in India. Canon focusing on smaller towns to gain out of these potential markets.

The first half of 2010 witnessed enormous growth of 33% in units and 22% in value. Companies are generating stiff competition by introducing newer, stylish, convenient and competent models at affordable prices. Photography now is not only limited to professional photographers; the number of casual users is increasing with time, all thanks to growing income and our better awareness about new technologies. Consumers' shift to enhanced features of higher optical zoom, higher range of pixels, touchscreen etc. proves this point.

Due to this, not only larger, but even the smaller towns are emerging as potential markets, which the Industry leaders are aiming to tap for future.

*Courtesy The GfK Group*

# Bag it up!

**T**here is a fascinating range of camera bags, camera cases, travel bags, duffel bags with dedicated camera and accessory compartments, exhibited at the Photokina stalls. Most top-notch bag and accessory manufacturing companies are present here. Consumers are making a beeline to these exhibitors, some to browse, purchase or simply learn more about the products.

It's difficult to miss the Manfrotto booth. Besides an impressive line-up of tripods at this Photokina, their whole range of camera and travel bags is drawing a lot of attention. The Italian manufacturer has launched their Lino bags and apparel collection and Stile bags collection. The Lino series is for professional and advanced users and comprises of backpacks, messenger and roller bags. Whereas, Stile bags are meant for everyday needs to keep the media gear. Cameras, laptops, phones and laptops can easily be packed into these sacks.

And Manfrotto sister company Kata was equally conspicuous with their wide catalogue of bags tailor made for every imaginable purpose. Camera bags and travel gear have great variety in the Lightweight Protection series.

In the other section of the stall, one finds National Geographic with their wares. It appeared to have treaded into the African terra firma and come out with Africa-inspired photo, video, media and lifestyle bags. But the jungle in this case,

extends from the enchanting national parks to urban jungles created in our metropolises.

A whole range of rucksacks, shoulder bags, travel bags and accessories have been released for the show under this theme. Two models of rucksacks that will carry essentials, will keep photographic gear, as well as a laptop in place. It has multiple organiser pockets inside and has two easy access pockets for accessories that you want close at hand. The satchels in the shoulder bags range are designed to hold all you personal gear along with a camera or camcorder in protective inner chambers.


The Africa Camera Pouches are designed to hold and protect a small point and shoot camera or micro camcorder with media accessories. They are designed in such a way that you can quickly draw them out during a shooting situation.

The onboard rollers might excite frequent travellers. There is a dedicated compartment not only for clothes and knick knacks, but also for all the necessary shooting equipment. There is also a comfortable slide-out trolley handle for easy carting. Also available are fashionable tote bags which can pack in enough stuff for a day. A small DSLR and one small lens or camcorder can be neatly slipped into the pack. Among accessories, there are rain capes and a waterproof garb that will protect your bags from moisture. Rain covers are available for small and medium holsters, medium and slim satchels, small and medium rucksacks among others.



The UK-based Hama is present with new backpack series that goes a step further. The 'Katoomba' models are now worn with a shoulder strap and can be quickly pulled forward in front of your body using a handle.

The smaller Katoomba 150 model is available in two versions based on whether you prefer to carry the weight on the right or on the left shoulder. The bags have fast access to the equipment. The front cover prevents the main compartment being unintentionally opened too far and the valuable equipment falling out. The Hama "Daytour" series (Daytour Backpack 230 and Backpack 180) comprises travel bags and kits that can safely keep photography equipment. Both offer direct access to the camera from above; the larger "Backpack 230" also features a quick-access on its side. For all those who don't want to forego using their often cumbersome tripod, a convenient transport possibility is offered by a loop and a storable tripod bag.

Tamrac comes to Photokina with its diverse line of bags and cases for the DSLR category. They are showcasing their new Rally series bags. The camera/netbook/iPad bags provide a way to carry camera gear, accessories, and a laptop, without advertising what's inside. As per their claims, its slim profile, fresh look and modern design doesn't look like a camera bag, yet it provides fast access to your camera and gear, allowing you to carry your photo equipment safely and discreetly. 

Debdutta Ray







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**Compatible with all RA4 one-hour  
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