

# SHOW DAILY

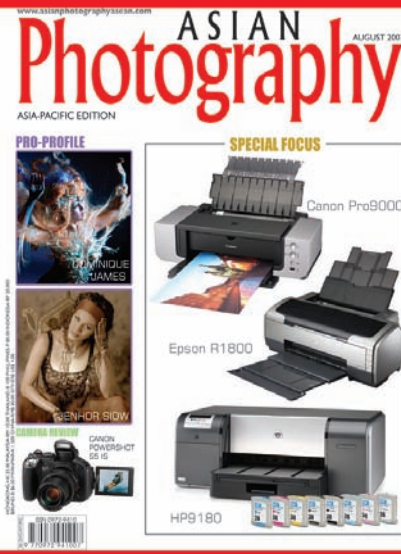
IMAGING EXPO  
Singapore

2nd November - 4th November 2007

DAY THREE

Sunday, 4th November 2007

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## Meet Henri Honoris, the Indonesian Photo-Imaging Tycoon



**Mr. Henri Honoris**, Sales and Marketing Director, Modern Photo, Indonesia

The second day of the Imaging Expo Singapore witnessed several important visitors, one of whom was Mr. Henri Honoris, the Sales and Marketing Director of Modern Photo, Indonesia who inherited his family business and legacy.

In his early 30s, Henri has already brought sweeping changes in the company that already envisioned the photo imaging market declining few years back. Resulting the chaotic situation and the closure of businesses of some major companies worldwide, dealers and studios started worrying about the shrinking margins and poor future in the

photo industry. Modern Photo, a sole distributor of Fuji products, which has currently an 80 per cent market share brought in drastic changes by starting innovative concept for survival and growth.

The company ran TV commercial in Indonesia along with several loyalty programmes and strategize the concept so that they were inspired to remain in the business and grew. Modern Photo spent close to half a million dollars on TV commercials besides other programmes that slowly started showing positive results.

Honoris said, "Let's fight and

win the game. You have to see business as a long term game". He inspired their dealers and retailers throughout Indonesia, which resulted in the increase in the company sales as well as the turnover.

When asked how does he feel to be in the Numero Uno position Honoris replies, "We want to increase our market share and want to convert remaining competing labs to be our customer". He grew the photo imaging business by 15 per cent over the last year and enjoys the combined group turnover of USD 150 million. **SHOW**

## Keep It Simple - Bryan Peterson



**Bryan Peterson**

After the roaring response to his workshop on first day of the Imaging Expo Singapore, the visitors/attendees/delegates were eagerly anticipating Bryan Peterson's "Understanding Exposure" workshop on the second day.

The workshop on the second day primarily focused on the composition and how amateur photographers could use the "Rule of Thirds" to take their images to a different level. He mentioned how a photographer's brain at a certain point reaches saturation and one needs to filter out the distortions. "If you struggle with the improving your

photographs then you should keep in mind the elements of design."

The basic elements of design

### Tips To Keep in Mind

- Stick to the elements of design
- Eliminate the uninvited guests
- Shot Horizontal as well as Vertical
- Apply the Rule of Thirds
- Try framing within the frame
- Intimacy wasn't meant to be the asphyxiation
- Use a Human Form in the image.

that Peterson spoke about were:

- Line
- Texture
- Color
- Pattern
- Shape, and
- Form.

He stated that a photographer would never be in the same stage/ mode forever, and that an individual's photography tends to move from one element to the other. "At some point of time when I started I was at Line from where I moved onto Colour, Pattern and Shape and currently settled down at

Contd. on page 4

Company Name	Booth Number	Company Name	Booth Number
Adobe Systems Pte Ltd	K11	Photo Imaging News	A13
AGFAPHOTO	A19	Photo Toolkit Pte Ltd	J17
Album Stories	H05	Photo-Art Association of Singapore	B16/B11
Asian Geographic Magazines Pte Ltd	E11	Pictureworks Pte Ltd	H12
AVS Technologies Pte Ltd	K01	Print Machinery Digital Pte Ltd	C11
Bowens International Ltd	J01	Professional Photographers Association (Singapore)	G01
Bron Elektronik AG	D12	Profoto AB	E21
Bushnell	A01	PXL Soft	H16
Camelion	F11	Red Peacock International Inc.	C15
Canon Singapore Pte Ltd.	B02	Ricoh	B01
Cathay Photo Store (Pte) Ltd	B02	Roland	K01
CPAC Asia Imaging Products Ltd	E15	Ruby Photo	J01
DG Color Photographic Systems Sdn. Bhd.	B18	Samsung Asia Pte Ltd	H01
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Dyandra Promosindo	J15	SDV	F11
Energizer Singapore Pte Ltd	K15	Sekonic	G11
FOTOHUB	D11	Servtouch-Wywy (Singapore) Pte Ltd	H01
Fujifilm	A19	SGShoot.com Photography Forum	C18
Gin Studio	D12	Shanghai Doli Photographic Equipment Co. Ltd.	D21
Gitzo	E21	Shanghai Tujing Mechanical Equipment Co. Ltd.	D21
Glory Workz	H18	Shriro Singapore Pte Ltd	E21
Hardware Zone Pte Ltd	A15	Sigma Marketing (Singapore) Pte Ltd	B01
Hasselblad A/S	E21	Sihl	K01
Hewlett Packard Asia Pacific Pte Ltd	G22	Sinar AG	D12
Hitachi	A19	Singapore Photographic Trade Association	A17
Hong Kong Jenis Photo-Facility Co., Ltd	D02	Singapore School of Photography	J22
HPRC	E21	SM Development Co.	D12
i-discovery	F11	Stanley Lim Colour Centre	C18
Instant Digital Services	H05	Sunblitz	G15
June Systems Co., Ltd	J11	Swissco Technology (Industries) Pte Ltd	F11
KATA	D12	Syner-g Technologies Pte Ltd	K11
Kodak (Singapore) Pte Ltd	H01	Tamrac	E21
Linhof	E21	Tamron	G11
MediaCorp Publishing Pte Ltd	K07	The Photographic Society of Singapore	K12/L11
Metz	G11	Titan (Far East) Pte Ltd	A19
Minton Optic Industry Co. Ltd	C16	Tithes Marketing (S) Pte Ltd	G11
Multiblitz	C18	Vanguard	B01
My-Print Machinery Sdn Bhd	C11	Wacom Singapore Pte Ltd	F01
National Trade Union Congress	D16	Xtri Technology International Pte Ltd	G15
Noritsu Singapore Pte Ltd	D11	Yashica	G11
Parkside Optical Inc.	D15	Zebra Technologies Asia Pacific, LLC	D17

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# You Have To Be Diverse To Survive

## – Kris Le Boutillier

Kris LeBoutillier's workshop on the first day of the Imaging Expo Singapore was about hunting the appropriate elements in the Picture. Citing the example of National Geographic magazine, Le Boutillier stated that whenever he travels for an assignment for the magazine he looks out for the following things at the destination:

- Portraits
- Moments
- Light
- Landscapes
- Details

Le Boutillier stated that if a photographer could include any of these elements into his pictures than he was sure to get applauded and appreciated by his viewers.

Elaborating on each one of these elements, the Singapore-based photographer mentioned, portraits need to express feeling since they bring out the life in the subjects. "It is important that you let the person be themselves in their respective environment." Some of the key points that Le Boutillier asked the delegates to keep in mind while shooting Portraits were using different planes of Focus, making sure that the eyes always remain in focus.

Talking about capturing the



**Kris Le Boutillier**

moment, Le Boutillier mentioned that unfortunately moments could never be planned since they just happen. But the photographer can always be

### Tips To Keep in Mind

- Make sure the eyes are always in focus
- Digital always needs flash
- Keep on testing the light and make sure that your camera is set at the right speed
- Shoot a lot of images and you will eventually get the perfect moment
- Know your flash inside/out and experiment with it

ready for them and anticipate the moment. "The problem with shooting moments is that it could never make sense to you even if you might have shot 100 images before that moment when suddenly it might just fall into place with the perfect shot."

Like every photographer Le Boutillier says that the best time to shoot is the early mornings and late evenings. "Flat light generally tends to work well and sometimes grey days can turn amazing images." One should not be afraid to use flash if the need be he added.

Moving on to Landscapes,

the photographer mentioned that landscapes could present amazing photo opportunities and it is important to look for a strong subject to highlight the picture. "Flat as well as front light could again work very well for shooting landscapes and the important thing to keep in mind is to wait for the idyllic moment." Le Boutillier added that photographer's often resemble landscapes with mountains and lush forests, and often forget that urban scenes can make for great landscapes as well.

"It is very important as a photographer that you do not miss the details, which include the little things that make the place special. One of the easiest ways to capture details and provide the feel of the place is to showcase the food and jewelry of the destination."

When asked about how difficult can it be to survive as a photographer, Le Boutillier is quick to respond that you have to be diverse in order to survive. "A photographer needs to do a lot of things surrounding photography if he wants to survive in this trade. These could include organizing workshops and shooting stock a range of activities surrounding photography."

- Bhavya Desai

Contd. from page 1

# Keep It Simple – Bryan Peterson

Texture."

Peterson provided some basic insights into the principles of photography by giving examples like the colour red is always advancing while blue is the most regressing. "Except rocky mountains, which have jagged on edgy lines, all other lines are either curved or linear in shape, since most of the forms are man made objects."

Addressing to a packed house, Peterson stated that it

is often the extra – mile that differentiate the great photographer from the ordinary. "It is the willingness of the individual photographer to get that shot, which might differentiate him from the others." "I have a tendency to share a fresh perspective with the viewer, which makes me go the extra mile."

Peterson opines the most common mistakes that photographers make while composing their shots, is not filling the

subject in the whole frame or to include some or the other distractions in the frame. "If you are planning to shoot a subject then zoom in so close that the subject touches all the edges of the whole frame."

Talking about the distractions in details, Peterson stated that usually photographers are so focused on the subject that they often forget to eliminate the distortions in the background.

He also said that you should

not be afraid to shoot vertical, especially if you are a stock photographer. "When you shoot horizontals there is always a chance of other distractions coming in the frame, but only by choosing to shoot the same subject vertical, one can eliminate them."

Bryon's workshop continues today on Macro Photography from 10 AM to 12 PM at room No 303.

- Bhavya Desai



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# Simple and Powerful Solution from Pictureworks

According to the research from IDC, 91 billion digital pictures will be printed this year, which is a 24 per cent increase from last year. Pictureworks now offers the new PhotoATM software, which is a simple, powerful and cost effective digital camera print system that combines one or more print ordering terminals with a thermal photo printer. It is the most affordable way to introduce digital print services and is designed to be elegant, trendy and cutting edge to meet the demand for the industry.

PhotoATM is developed to enable photo retailers to meet diversifying digital camera print needs, streamline the print order process and enhance customer



satisfaction. It has become a key item in a variety of printing solutions, earning a reputation as an affordable way to provide high-quality, high-speed commercial photo printing. It ensures high-quality prints, increases customer convenience and makes it possible to offer value-added printing options.

As the name

suggests, PhotoATM allows customized photographs to be printed conveniently within minutes and is able to support a wide range of media. Software includes support for multiple language interfaces and support for multiple image formats. There is Image Intelligence when printing with Fujifilm printers and integration is also available with Fujifilm Frontier via optional software. PhotoATM has come out with a dynamic and simple graphic user interface.

There is added on assistance provided through animated graphics and vocal instructions. Better speed performance and improved stability achieved running on the latest Microsoft .NET technologies. Software interface has been designed to simplify process flows to enable user to make photograph orders in the shortest period of time and as a result, higher business revenue generated.

PhotoATM has more than 300 templates tailor made for different occasions. Mak-

ing customization as a priority, PhotoATM aims to create various festive moods and wide range of individual customization.

PhotoATM is installed on digital ordering terminals. The digital ordering terminals are equipped with Fujifilm's proprietary Image Intelligence digital image processing technology when connected to Fujifilm ASK Printers. Image Intelligence automatically compensates for various photographic conditions including backlighting and underexposure. Even when photographs are shot under unfavorable conditions, Image Intelligence always fine tune and delivers attractive and customer satisfied photo prints.

PhotoATM enables multiple printing options. Apart from connecting to any dye-sublimation photo printer, the digital ordering terminal can also be connected to any digital minilab via direct LAN or network printing through the internet / ADSL connectivity.

Cheong Chia Chou, General Manger of Pictureworks says, "Innovative and distinctive, we believe PhotoATM will meet the demand in the industry and will significantly change and bring retail photo services to the next level." **SHOW**



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# 1st Annual Epoch Times International Photography Competition

## Grand Prize Award \$5,000



The Epoch Times, Epoch Times International, and The Epoch Times web sites will host *The Epoch International Photography Grand Competition*, in gratitude for the years of invaluable support from our readership and contributors, and to enhance artistic exchange between photographers of diverse countries and ethnic groups. We cordially invite professional and aspiring photographers to participate.

### The competition's three categories:

**Society and Customs** — topics such as today's social life, civil rights movements, news, culture, religion, traditional art, traditional life styles, etc.

**Natural Environment** — natural landscape, geography, ecology, animals, plants, etc. (unique aesthetic expression is encouraged)

**Advertising** — portraiture, including the expression of character traits and mannerisms, theatre lighting design, fashion, still objects, architecture, etc. (digital techniques to enhance the beauty of advertisements, still objects, architecture, etc. will be evaluated)

### AWARDS:

Each category will award 1 Gold Medal, 2 Silver Medals, 4 Bronze Medals and 20 Excellence Awards

**The Gold Medal**  
receives \$2,500, or photography equipment, or travel services of the same value

**The Silver Medal**  
receives \$1,000, or photography equipment, or travel services of the same value

**The Bronze Medal**  
receives \$600, or photography equipment, or travel services of the same value

**The Excellence Award**  
receives \$100, or photography equipment, or travel services of the same value



Submit Entries From: **October 1, 2007 – December 31, 2007** (received by 23:59 p.m. EST)

For Official Rules, Regulations and Enrollment Form, Go To: <http://photocompetition.epochtimes.com>

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# Inspired Landscape



**Peter Eastway**

Shooting landscape is often perceived as a simple form of photography. However there are numerous minute details that need to be paid attention to. The delegates at the workshop were treated to valuable tips on Shooting Landscapes from none other than the renowned Landscape photographer, Peter Eastway.

Peter believes that automatic cameras today do a good job, but cannot help one create an image despite providing the correct exposure, focus and colour.

Creating an image is a big challenge which all photographers face. Simple digital manipulations play a critical role in creating an outstanding image, although most purist landscape photographers say a complete no to cropping images. "However, some landscape photographers are quite ready to recreate reality," said Peter Eastway.

Reaching art history, finding ones passion and developing a style are the three broad outlines which lead to creating attractive images.

Despite having clicked a beautiful image with appropriate colour balance, eliminating unwanted elements and similar alterations add immense value to the image stresses Eastway.

Lot of change of scene was also noticed in the photographers images, which provided a variety of moods. Day shots changed to night lend calming effect to the pictures. Also, in a few im-

ages there were people placed, creating a kind of a picture story. All this was a purely a product of the photographers imagination, which could be incorporated with the help of a few tools. Eastway explained that the three key points one should keep in mind, Darkening and Lightening, Changing Colours and Simple Photoshop Manipulations. He briefly described the whole process in a few steps which were as follows- Open the Raw file- Convert to lab- Overall Adjustments-Selective Adjustments-Review overall images- Convert to RGD- Sharpen, add noise.

The photographer shoots with PhaseOne P45+ or Canon 1Ds Mark II mostly because according to him they provide highest image quality for their formats. There are numerous lenses he works with with range from 14mm F2.8 to 1.4x Converter also the Arca Swiss F6x9, was said to be good for architecture and other shots where depth of field would be required. Eastway mentioned various other lenses and accessories mainly implying the importance of the right equipment in ones photography.

- Sameera Khan

## Lenspen To Go Regional

Parkside Optical Inc. is eager to explore distribution deals and OEM partnerships in the region for its award winning LensPen, a proprietary lens cleaning system sold in over 75 countries around the world.

Peter Meurrens, senior operations manager of Parkside, said the company plans to further develop its product lines and geographical reach while maintaining a solid commitment to strategic and profitable growth.

"All existing and new products utilise patented



**Peter Meurrens, senior operations manager of Parkside**

Carbon Black Cleaning Technology (CBCT) unique only to International Parkside Products Inc." Meurrens explained.

"Distribution of our existing top-seller, LensPen and other Parkside products have been purchased and co-

branded by customers such as Minolta, Polaroid, Fuji, Carl Zeiss and other multi-nationals concerned with quality," he added.

"We anticipate the same positive response for our new photo-related market and expect to see an expansion in the regional market."

LensPen applies a proprietary felt-like technology to remove dust, smudges and static from virtually all glass surfaces, including CRT and LCD screens, photocopiers, scanners, and more.

See the LensPen range of products at booth D15.

## SHOW DAILY

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# Photoshop World Asia Pacific 2007

More than 1,000 digital imaging enthusiasts from the region attended Photoshop World Asia Pacific 2007 at Suntec Convention and Exhibition Centre.



Photoshop World Asia Pacific is one of the world's largest Photoshop-related industry events and attracts photographers, web designers, graphic designers, digital artists, videographers, art

directors and educators eager to learn about the latest wonders from the world of Photoshop.

The event included live training sessions from some of the world's leading Photoshop gurus, including Julianne Kost. Speaking

on the sidelines of the event, Kost reiterated her belief that Photoshop is not an excuse for bad photography.

"There's a lot of room for photographers to feel complacent when they see how a photo can be greatly improved with Photoshop. Some think that since Photoshop can do all that, anybody can do the same (make the photos look good)."

An experienced photographer, Kost acknowledged that one could do much more with Photoshop than with photography, but the photo had to come first.

"Photoshop doesn't come up with the idea of the picture. It is a person who does it. The photographer must find the most interesting angle of a shot," she said.

Kost, has spent 15 years with



Adobe presenting seminars in major events such as industry trade shows and conferences across the US and Canada including Seybold, MacWorld and PhotoPlus East.

- Nazir Keshvani

## Picture Works

Trade visitors to Imaging Expo Singapore looking for innovative digital imaging and multimedia services in self-service digital content delivery and photo printing kiosks would do well to visit PictureWorks Pte Ltd at booth H12.

Since 2005, the Singapore based start-up has surged ahead, building on a strong foundation that leverages on technology and an innovative business concept. PictureWorks combines its knowledge in processing and management of digital imaging and multimedia into a compact, space saving design to increase the functionality and efficiency of photofinishing outlets.

The range of self-service machines includes the PhotoATM and Photo Album. Mr Cheong Chia Chou, general manager of PictureWorks Pte Ltd, explained

that the company aimed to produce digital kiosks that combined the simplicity, elegance and ease-of-use of automated teller machines (ATM).

"With the PhotoATM, the consumer has to insert his media card, and within 10 seconds the images are visible and the consumer is ready to choose a template. The key features of the system is the easy and simple to use interface with user friendly graphics which allow the user to print beyond 4R and create a unique photo memory experience," said Mr Cheong.

"The retailer can utilize the multiple output feature with existing printers. The complete system installation occupies a small footprint yet can handle large number of digital camera print orders in the shortest possible time which translates to increase

in potential business sales," Mr Cheong added.

The other feature of the PhotoATM system is the powerful software for better speed performance and improved stability with support for multiple language interface and multiple image formats.

Apart from that, PictureWorks provides customized on-site photo capture and output service that allow theme parks and entertainment outlets to take pictures of their customers for instant gratification.

Called PictureAnywhere, it is an easily installed and unique system that can be configured for both wired and wireless application. It is a convenient system to manage large number of pictures, and at the same time perform necessary image processing and identification to cut down on backend operation time.

Photographers at an event are equipped with wireless cameras to take pictures within a 100m range. Each of the wireless cameras is attached to a portable receipt printer with identification numbers. Customers preview and select the images on LCD screens before they are issued with speedy and high quality photo prints that serve as mementos of the event.

Pictureworks is dedicated to offering customers the benefits of new revenue streams, convenience and cost efficiency with solutions that can be continuously upgraded to leverage on the latest technologies. Pictureworks presently has its offices in two countries and representatives in five other countries, i.e., Thailand, Philippines, Indonesia, Australia and Vietnam, with its headquarters in Singapore.

- Nazir Keshvani

# How To Frame Your Shot Perfectly

The ability that motion camera operators have to lead the viewer's eye towards an image is an advantage that videographers enjoy over photographers. However, this edge has to be used wisely to avoid losing the viewer's attention, participants of the Photo Imaging X-change seminar entitled "How To Frame Your Shot Perfectly" were told.

"When you point a camera at any given subject what you're actually doing is framing in specific elements of a scene or an object and leaving out other elements that are maybe less relevant or important to the message you're trying to convey. Obviously the main difference between photographers and motion camera operators is the fact that motion adds many more elements to the shot," present Chris Thompson explained.

"The difference between a good camera operator and a



**Chris Thompson**

great camera operator is how they compose pictures. Anybody can learn how to operate a camera but arranging the individual elements in the frame to create a harmonious balance is where the skill lies," Thompson said.

"When you frame the subject it's important to leave adequate

'looking room' on the right or left of frame to give the eye line somewhere to go. It works the same if you were shooting someone pointing at something or throwing a ball. Looking room adds harmony to the shot and is pleasing to the eye, although so sublime at times you would hardly notice."

Thompson also advised against severe profile shots. "You should always be able to see both eyes. People are very attuned to seeing someone's whole face when they talk and if the viewer can't see enough of the face it becomes uncomfortable," he explained.

"Eye lines are also an important element. It's important to remember that during interviews you are in control of where your subject's eyes are looking because you have control of the height and position of the camera. For example if your subject

is seated and you interviewer is standing, your subject's eyes will be looking upward. This will appear strange to look at."

In closing, Thompson reminded seminar participant to be aware of the High Definition revolution that necessitated a switch from the standard definition aspect of 4:3 to wide screen or 16:9.

"16:9 gives the viewer a much wider field of view. For a camera operator this is a great thing, obviously because there's so much more room to play with in a frame. The only obstacle we're still dealing with is the fact that people still watching on standard 4:3 TV sets are missing out on a third of the picture. In the transitional stage towards full 16:9, camera operators have to be sure to compose shots that still made sense for standard definition viewing."

-Nazir Keshvani

# Editing On The Go

Despite advances in technology that has made editing accessible to a broader public, the task of film and video editing is still more art than science, participants to the "Editing On The Go" seminar were reminded by presenter Chris Dickinson.

"The tools editors use are now available to a broader general population--including kids and high school students. They have access to some very sophisticated editing tools and concepts. I didn't have this kind of exposure at all growing up. It will have a very positive effect on the evolution of the art form as time goes on," Dickinson said.

"Because of technology, the speed at which we can do initial cuts and present alternatives to producers is phenomenal. There's very little we can't do or show; we can even mock up



**Chris Dickinson**

special effects to get an idea of the final product," he added.

"As technology becomes easier to use and more accessible, the risk is that people don't take it quite as seriously as they should. No one has sat down and defined the new rules of this technology, especially as it pertains to job classifications,

etc. Plus, tasks may become so much of an assembly line that people aren't communicating and collaborating in an artistic way. With so much technol-

ogy available, I fear that the tools may take over from the art."

However the same technology had brought about a situation where studios think of post-production and editing as an afterthought, Dickinson explained. For example, the amount of time allocated to a

30-minute TV episode could be less than 24 hours.

"Technology and the editor's skills allow us to do that, but the fast turnaround totally negates any kind of thought process or development of the edit. It's just getting it out."

"I'd love to work at home where I have an Avid Xpress linked with Apple iChat AV to the producers, so I was able to show them what I was working on as I was doing it. The technology is there already," he added.

"Technology is a double-edged sword. As Avid and Final Cut Pro systems become capable of doing more and more - color correction, sound editing - producers expect you to do other people's jobs. The threat is that it dilutes the talent. The more specialized we are the better," summarized Dickinson.

-Nazir Keshvani

# Bowens Photography Contest

The visitors at the Imaging Expo, Singapore will be treated with the option of entering numerous contests at the venue. Bowens in association with Kodak and Adobe has organized one such contest for the visitors. The contest includes the visitors getting the opportunity of shooting the Yamaha R1 at the Bowen's booth and printing the same at the Kodak booth next door.

On the last day of the show the winner will be picked by a jury comprising of representatives from Bowen's, Ruby Photo and Adobe. The winners will receive a copy of "Adobe Creative Suite 3 premium," which is worth S\$1600.

The organisers are basically



looking images that will highlight the use of creative lighting since it has been organised by Bowen's. "We have provided a three-light set up for the participants and

are looking for any image that has a "wow" factor in it. We are not interested in the images that might already be there in the catalogue. The visitor should

focus on a fresh perspective," said Robert Cook, Marketing Manager, Bowens International Limited.

Any visitor coming to the show is entitled to enter the contest. Unfortunately they will have to carry their own camera, while the other accessories will be provided to them at the Bowens booth added Cook.

Talking about the response at the show, he stated that it is always great to meet your customers and realise that your brand is well reputed and appreciated in the market. "We are also very lucky to have a partner like Ruby Photo in Singapore and Malaysia, who have been with us for over 50 years now."

- Bhavya Desai

# Aerial Photography And The Challenging Skies!

Risk, challenges and the cost involved in most forms of photography are standard elements known to all photographers. But Aerial photography takes all these elements a step further, is what was realized after a session with Master of the sky, Laurie Gilbert on the second day of Imaging Expo Singapore.

Supersonic in cockpit, Helicopter Aerial, Air to Air, Air to Sea and Air to land are the areas of expertise this form of photography offers. Laurie Gilbert explained that there are different aerial platforms that the camera can operate from, out of which Satellite is one aerial platform certain people have access to. Satellite photography and google earth are said to be good for reference while the other platforms include Airships, Fixed Wings and Rotor Wings.

According to Laurie Gilbert, Rotor Wings is the most commonly used platform since it has many factors in its favour like easy availability, relatively cost effective, and also provides the



**Laurie Gilbert**

flexibility of taking off and refueling from anywhere. Aerial involves two types of photography, Verticals in Aerial photography are mostly taken for mapping purposes or to show relationship of topographical features.

Whereas obliques are everything which is not vertical. And are mostly used for documentation, sports advertising, promotion, sales etc. explained Gilbert.

Moving on to the main considerations involved in Aerial photography, the photographer pointed out to cost consideration, consequences of Jet stream and Vibrations. While cost include factors like fuel, pilot, aircraft, transit etc. Jet stream, considerations on the other hand include equipment, cameraman and accessory safety. "When you are shooting and moving you need major Jet Stream considerations and it is one of the main things one has to think about," said Laurie Gilbert.

However, the major problem Aerial photography faces is that

of Vibration, which only increases in cinematography. "Inducing soft images is the biggest challenge of Aerial Photography," said the Master of the sky. The new lenses featuring an image stabilizer are extremely essential to reduce vibrations. Gilbert also mentioned that he does not shoot on a very basic range of lens since he keeps his images dramatic by shooting at extremes, "Although when you go up there, you should make sure you have a variety of focal lengths," he said.

Coming to the permissions involved in Aerial photography, Gilbert said that, "The clients are responsible for justifying to the government and the aviation industry the need for such photography." He also mentioned that the laws for Aerial photography in Singapore are quite strict as compared to the other countries. Therefore, the challenges and the stimulation involved in this form of photography were well understood at the end of the session.

- Sameera Khan



PHOTO GALLERY



## More Than Just Photography

It is not enough for a photographer to only click good images, but he has to know how to market himself in the industry. The 'Marketing Yourself' session by Willy Foo was looked forward to on the second day of the Imaging Expo, since there is no particular theory or technique one can follow to market themselves as a photographer and one cannot always wait to be at the right place at the right time.

Apart from the traditional ways of advertising through print ads, brochures, classifieds etc, Willy Foo said that they are other factors which can boost a photographer's image and elevate him to different levels. Firstly it is most important for the photographer to ask himself that what defines him and how he plans to manage himself? The most important elements a photographer must have are- Personality, Professionalism and Passion.

Secondly, interactions and the connection you establish with your client play a vital role along with what you stand for. "You have to stand for something and find a niche. If you say you are a general photographer, then it is hard to place you," said Foo. The photographer has to establish himself in such a way which makes him a brand. Otherwise with the emergence of numerous photographers everyday, it is easy to get lost in the crowd.

A photographer must also have a peripheral vision and should be completely aware of his surroundings. He should also be careful of placing himself while photographing an event in relation to the other photographers present there, and not only photographers but one should also know where the videogra-

phers are.

Another contemplation the photographer faces is regarding his portfolio and how to build a good portfolio. Foo highlights that the best way to do this is to throw away photos. Which means careful elimination, which leaves only the best shots behind since it is quality which makes a good portfolio rather than quantity. Clearing a misconception in the mind of most photographers, Foo said that a good portfolio does not always mean that it has to be obnoxiously expensive. It is possible to do it with less money since the type of photography involved mostly includes Travel, Fashion, Magazine etc, which if planned properly can lead to eye catching images at a reasonable price.

Another interesting point discussed was that a photographer should always be ready with his 'Elevator Pitch', which means what describes himself in the best possible way in a matter of few seconds. Apart from human networking which most people are well aware of by now, Willy Foo stressed on viral networking which every photographer should focus on to give him that edge in his career and get more work his way. This happens when people you have worked with or who are associated with your work, recommend you, the reasons for which could be quality of work, personality, efficiency and range of services.

Lastly, the need for a well designed website was highlighted with relevant and marketable content and not very difficult to comprehend by anyone visiting for the first time. SHOW

- Sameera Khan

For the comprehensive coverage and detailed Interviews, Trends, News and the New Product Launches be sure to catch the Show Daily at Photofair '08 (Mumbai) and Photokina '08 (Köln)

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## Energizer Covers The Bases In Batteries



Energizer is driving growth in the photography market with performance brands such as Energizer e2 Lithium and Energizer rechargeable systems. It is also leading the charge with products such as Energizer Compact Charger, Energizer DUO USB battery chargers.

The popularity of digital cameras has led to a surge in demand for long-life batteries as well as high-capacity storage devices to preserve electronic images.

Energizer e2 Lithium and rechargeable fill the demand for high-performance batteries to power digital cameras, handheld computers and other high-tech devices.

Energizer is in the midst

of some strong new product launches. It is targeting the "tech-wired" and wireless younger generation with Energizer DUO, which charges two AA or AAA NiMH batteries in as little as two hours through a USB port on a computer or through a wall outlet.

Among the most important emerging trends in this category is that photographers now understand that all batteries are not the same. They value their devices and want the best performance they can get. Photographers will spend more for better performance when they are educated and informed on performance differences.

View the Energizer range of batteries at Booth K15. SHOW



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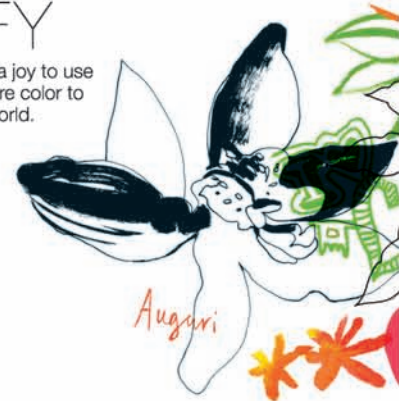


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