

You'd Better Read Me News

June 2008

In last month's ATX bulletin I alluded to Plantronics "we have made arrangements with Plantronics to raffle off a number of bluetooth Plantronics mobile headsets" Well I was right about the term: *a number*, however Sandra really surprised me and those in attendance. **How many?** Well let me suffice it by stating that **half** of you who chose to not show up missed out on a chance to own a Plantronics mobile headset. *Yes, half.* We had 52 of the faithful show up and 26 of you should about be in possession of your bluetooth headset. Sandra just informed me that only 18 of you responded to her offer by contacting her that you had won. Lynette sent the names of the winners to Sandra, so lame excuses are not accepted. All the winners had to do was contact Sandra and tell her what make and model of cell phone they wanted. The retail prices were anywhere from \$69.95 to about \$200. And headset number 27 was a headset that worked at home AND mobile. Retail price? Almost \$300. The **Calisto Pro** Model is a real boon to anyone who owns it. How about a 60 page user guide? I know I'm impressed. To help those of you who might be kicking yourselves because you missed out, we have a few Plantronics headsets that we will raffle off over the next few months. No, we are not going to raffle all of them this month. We have just a few and we want to spread the wealth. Sandra said: **"let's make sure enough people are able to take advantage of using a Plantronics headset"**. For the few of you who haven't ordered yours yet, remember that Sandra has your name already. Just take advantage of the raffle prize or you might get that ticket for using your cell phone when driving. I'm fairly certain that more than a few people are going to be made examples of. At least I won't be yelling: **"get off the phone and drive your car"** to some people. I will ask if you did receive a headset that you pass on another one if you win one for this month's raffle prize. Let's spread the wealth among other ATX members who really do show up. For once you can state loudly: *"I already won one by being here when Sandra gave them away."* We will all laugh with you. I also just received a bulletin from our local *Neighborhood Watch program* and they talked about the July 1st start of the no handheld law. Anyone under 18 operating a motor vehicle and talking on a handheld phone is really in trouble. Same with your friends and relatives that visit you in California. They get hammered just as we will. They emphasized rather hard that *there is no test period or warning period*, as the fines start July 1st. The

DMV is not going to access points, however it will be show up on the DMV record because the fines go up with each successive ticket. Remember, the State of California and all its municipalities need funds and tickets are great way to get revenue.

We've been able to fix the projector problem. We went out and bought a new one. An InFocus 3,000 lumen model and we got a few extra items to go with it. We also got an item called a scaler to rez up, seamlessly, the signal from a computer with VGA, a computer with DVI, a composite signal from a DVD, and a few other signals to be sent to HDMI. What does all that mean? Most of you who choose sit in the back will not have squint anymore to see text. Hopefully we will be able to calibrate and profile Lynette's computer to the new projector before the June 21st meeting starts. We tried it already at home and frankly, ***you ain't gonna believe what you see.*** At least I hope so. Here's hoping by the time Steve Johnson comes on July 19th, we will have the color down pat. His landscapes are gorgeous.

Last month I talked about a friend of ATX, Joe Kissel, and his ***Take Control of Upgrading to Leopard*** book. For \$10, it's a real bargain. He just released another one that if you are using Apple Mail, you should get this book. For \$10, it's almost a steal. ***Get it here.*** The title: ***"Take Control of .Mac"*** which will soon will become *"Mobile Me."* I got my copy and from what I have been able to glean there are going to be changes, however not enough to dissuade you from getting the book now. What's happening to *"Mobile Me"* and why is it changing from *".Mac"*? That's fairly obvious from one system requirement - *Mac and PC compatible*. For the PC you need *Windows Vista or Windows XP Home or Professional (SP1) or later, Internet Explorer 7, Safari 3 (PC), Firefox 2, or later; Outlook 2003 or later recommended.* Those of you who are already using .Mac will now be able to automatically be on MobileMe. The nicest feature on .Mac is the lower number of spam e-mails that appear in your e-mail box. Now Apple is taking the *"push feature"* even higher. Let's say you use iCal, Apple's Calendar function. You get a call from a client who wants you to change the time you are to see him on Tuesday. Instead of 2 PM he wants you to meet him at 10 AM. You pull out your iPhone and check your schedule. You see that you can meet with him if you can schedule your gym appointment for an hour earlier. You call your

gym and it's no problem. You make the change at your gym, call your client and tell him 10 AM is okay. You make the change on your iCal account and your iPhone "pushes" that information to your desktop computer's iCal and anyone with whom you are sharing your iCal account now knows that on Tuesday at 10 AM you are meeting with your client. You can share parts of your schedule or not, that's up to you. A just announced feature of .Mac and thus MobileMe is that for \$99 per year, you get **20 GB** of storage space. For some people that's enough to store all of the information on their computer. That presuming, of course, that you don't have any photos that you took and made them look nice on there. The really good news? You can create iPhoto slide shows to send to friends and relatives. Using the address book, it's a breeze to share that with the address book. That also includes .pdf files. However, because the ATX web site is about to get larger, much larger, we don't want to take even the smallest chance that our ATX mailing list could ever be compromised. Remember the promise we made to ATX members over fifteen years ago. We will NEVER share our mail list with anyone. Haven't and never will. *Is Joe Kissel going to update the book?* Yes, he and Adam Engst are discussing it as I write this. However, it did not stop me from printing the almost 200 page book. I hope I remember to bring a few *Take Control Books* as examples of just how good these \$10 books are.

Speaking of books, again. I just received, and instantly reviewed, a fantastic book produced by the late Dean Collins. Linda Collins let me know she had a very small supply of this now-out-of print book titled ***Photographic Global Notes***. ATX has a few copies and we will have them as raffle prizes, one at a time, for the next few months. If you have ever wondered how some of the most viewed images in the world were made by some of the most admired photographers in world, this is the book. I say the world because Dean knew most of the best photographers in the world and they volunteered and showed Dean how some of these shots were produced. ***Including the diagrams of the light locations, the scrims, the reflectors, and pretty much everything associated with the shot.*** Most were shot with film and scanned from film. When Dean put this book together we didn't have the monster file capability cameras that we have today. Yes, you can see where some were corrected and manipulated by Photoshop. We were using Photoshop 2.0 when this book was put together and layers did not come into the equation until early 1993. Making another layer was fun and I won't repeat that procedure as I want to limit this bulletin to three pages. This book is available on Amazon at \$55. This raffle prize is **NEW** and

not used. It will be one of the raffle prizes at this meeting. If you want to know more about lighting, this is the source book that you should have sitting on your photography reference shelf. Alongside it should be Dean's multi DVD **The Best of Dean Collins on Lighting**. It retails for \$179. We raffled one away at last Christmas and it flew off the table after the Canon G 9 camera went. Contact Software Cinema about a special price and tell them you are an ATX member. Combine the book and the DVD series, you have all the knowledge you will need to get started before you buy your equipment. The e-mail address is: ***info@software-cinema.com*** or telephone: **858.413.4100**.

Our first presenter is Ranjith Kumaran of **You Send It**. In today's business world having the ability to send large files such as photographic images is paramount. The days of being limited to 5 or 10 megabyte files is pretty much over. A lot of Internet Service Providers (ISP) sites will limit you to 5 or 10 megabyte files. Then you have to remember that a 5 MB file being sent through the internet is about 7.5 megabyte with the "wrapper" around the attached file. With a Canon 5 D sending a 12.2 megabyte file is normal. Add in a few layers it gets to be 25 megabytes very quickly. FedEx used to be the answer, *but not in 2008*. If you state: *"I can't send you a 20 MB file, how about overnight FedEx?"* You will probably lose the job or not be used in the future. Clients want it now and even if they don't have an FTP site, you are viewed as not being state of the art. Remember, in today's business, *perception is reality*. That's where **You Send It** fills that void. A few years ago Ron Aguirre had a 20 MB file to send me to print on my Canon iPF 5000. It's a 17 inch wide printer and he needed to have it printed in 16 bit color. Ron has that print mounted in a frame and under glass. You have to see it to believe why he wanted it printed at high resolution. Ron sent it to me by sending it through **You Send It**. It was perfect. Sure, you can try to section it and hope for the best. However, why not send it as a single file and you are sure it will arrive as though you were across the room? Yes, **You Send It** does have a size limit. 100 Megabytes. How often does that happen? I have exceeded that with only one file one time and you may remember that 1.5 gigabyte photograph from Hawaii. Anyway, Ranjith will explain the hows and whys you need to have **You Send It** in your arsenal of tricks to get the project to the client now, not as an unreliable e-mail attachment, overnight courier or an IT managed FTP site. We are also going to get a **"deal"** from Ranjith. However, you WILL have to be at the presentation. No excuses.

Our next presenter will be **Delkin Devices** of Southern California. They make a lot of products specifically for

photographers and Lynette and I have found **Delkin** worthy of your consideration. The item that Lynette really likes will be a timesaver for anyone who uses a digital camera and therefore uses a lot of rechargeable batteries. They have a universal battery charger that will *charge TWO batteries at the same time*. But wait, there's more. How about those of us who also have a point and shoot camera in addition to our regular DSLR camera. With a special adapter, you charge your DSLR battery on one side AND your point and shoot camera battery on the other side. You don't need two chargers! Anyone who travels in today's carry-on only environment knows that carrying two chargers means lost space when packing. Also the charger works on 110 or 220 volt power. Their concept of interchangeable plates to charge different batteries is pure genius. Then they have memory cards are well worth looking at. Their memory cards are made here in the United States. Some of you may think *big deal*, and that forces me to ask you - have you heard or read about the number of pirated memory cards that out in the market today? We have been lucky and have not encountered that because we insist on using memory cards manufactured here in the United States. When you get a pirated card, you have zero recourse, unless the reseller steps up. *Fat chance*. The number of US manufacturers is diminishing so we are really choosy about whom we pick. Delkin is one of them and we will have the opportunity to buy a limited amount direct from Delkin. They have memory cards with really fast transfer speeds, including UDMA compact flash with speeds up 45 MB/sec and the matching UDMA reader that can handle up to *4 compact flash cards* at the same time. Yes, 4 at the same time. I have seen the log jam that can occur at a wedding reception when you have two shooters loading and unloading CF cards. This solves that problem. Delkin also make a **Firewire 400/800 CF reader** that is a UDMA Reader that has a 45 MB/sec speed rate. They also have SD memory with speeds of 75X to 150X. They have a true standard for **Archival Gold** for DVD and CD discs. In addition to 300 year life expectancy, they have an archival ink jet disc that is both CD and DVD printing capable. Now they have Blu-ray (BD-R) that have 22 GB capacity. Delkin has many products that you will find useful. A really interesting line is their *camera skins* for both DSLRs and point and shoot cameras. I'm almost out of breath, and here is something that will have every DSLR owner interested. They have the **Sensor Scope** to help you see dust on your sensor and they also have the **Digital Duster** kit to help remove it. If you're using any sort of digital photography equipment, Delkin is the place to check out what they have and they will have products to add to our raffle and an **ATX deal** for attendees.

One of the problems we all have is getting an accurate white balance before we take out photographs. In the past we have used and still use the Expo Disc. It has its place. We just came across a product that we decided to try and frankly, it is pretty much the total answer. You may think the **Whi-Bal System** is a bit pricey, as I used to. **Boy, was I wrong**. This system is so simple and it really works, and works well. For example, Lynette bought a new lens last week. One evening, as the sun was setting, Lynette decided to quickly test this new lens. Rather than break out a light meter and the old reliable Expo Disc, we used the Whi-Bal card and violá, it worked and the picture came out fantastic. In the room we were in there would have been setting it up to eliminate the color cast. This works. We will show you how easy it is to set up and use. We will also raffle off one. Yes, we will share with you the special discount code to get your own Whi-Bal. This, in a word, is fantastic.

Now for some not so good news. Rob Sexton, has been a friend and colleague since he moved here from San Luis Obispo, has left us. Way too soon. He was a part of the initial group at ATX and one of those people whom I knew I could call upon to make a dynamite presentation about design or type. Rob and I were friends at the level where we could disagree and still remain friends. When the news came to me over the weekend, I was stunned. There are many things about Rob not being with us that will make me sad. However, I cannot stay sad because Rob would not allow that. He always had a smile and his wry sense of humor and way of looking at everything will inspire me to change my outlook and look at the brighter side of life. Sunsets will not be as bright any more because a little bit of the brightest light has dimmed. I won't go maudlin because his laughter and smile will always be with me. **More information for his friends**. Thanks, for being my friend, Rob. I have to close now.

The meeting starts at 9:02 AM on Saturday, June 21st. The same place, on NE the corner of 190th Street and Gramercy Place. Get the map here.

Remember, the donuts and pastries from the Torrance Bakery and coffee are included. Only costs \$10 to attend or \$95 per year to join. \$5 for students. This month's raffle items are really worth your time to enter.

Regards and God bless,
Rick Redfern
advanzio@yahoo.com
tel: 714.840.4737