



You'd Better Read Me News

March 2018

We are finally wrapping up the past two weeks with a quick trip to WPPI, getting ready for another trip, checking out a new lens, and finally getting around to writing this bulletin. The WPPI, Wedding and Portrait Photographers International, has now found a home at the Mandalay Bay Convention Center and it was really nice having everything in one place. It seemed a lot more organized for the flow of people. Additionally some of the major camera companies had more photographers as presenters in their booths, and it seemed that almost everyone could see the products and hear the speakers easily from the show floor. Yes, there were a few smaller vendors who brought loudspeakers and some people were loud with “built-in” bull horns. Still, the show was more professional and worth the time and effort.

What did we take notice of? Several items and one in particular.

We found a newly developed [Lens cap](#) that fits a 67mm, 72mm or an 82mm lens. How many times have you misplaced a lens cap or needed one but could not find the right size? This company is just getting set-up with distributors in the US, so we should be seeing this in the market shortly.

The same company also developed a unique way to exchange lenses on a DSLR. Let's say you are using your 24-70 lens out in the field or at a shoot, and you need to quickly change to your 70-200 lens. With this Lens Flipper you can easily change your lens on your camera, without finding a place to put down the 24-70 first and avoid getting dust in either the lenses or sensor. The Lens Flipper matches your camera brand mount and it keeps your lens available right at arm's length for a quick change. All you really need to remember is to turn off your camera to prevent dust from being attracted to the sensor as you remove one lens and attach the other, and you can quickly and safely exchange lenses. The [Lens Flipper](#) is here.

The really cool thing we saw? Canon demoed a new flash unit the [470EX-AI](#) that not only works as an affordable flash for any Canon, but also has some AI built in to help the new photographer learn where and how to bounce light. This “R2D2” type flash spins around and looks for a ceiling or something to bounce light from, then angles the flash head to what it estimates is the proper angle and distance depending on what you are photographing. And if you turn the camera to shoot in portrait mode (vertical), the flash swings around to aim the flash head the way it should be pointed! Not only is it a wonderful learning tool for a new photographer, it would make a great flash unit for anyone to have in their bag all the time. This flash unit would be ideal for any photographer, especially when you suddenly are asked to photograph a person when you had not planned to, or when you

are not in “**work mode**” and might forget to perfectly angle the flash head as you quickly take some shots! Happens to pros and everyone at some time! This new flash is coming soon and available for pre order right now.

Want to know what “**work mode**” is? Come to the ATX meeting this Saturday! Our presenter is Amy Cantrell and she will explain and demonstrate what it takes to set up even a simple shot, how to choose and show your subject's best side, how to light when you only have one light. And you will learn about “work mode!”

We meet this coming Saturday morning at the Lakewood Masonic Center, 5918 Parkcrest Street, Long Beach, CA 90808. The meeting starts at 9 AM - the doors will open at 8:45 AM.

April 21, [John Doyle](#) will cover using text, rules for type, and how to create headlines or text relating to the image and make it design-worthy.

May 19, [Erin Manning](#) will talk and show us how to combine images, video, and speech to create a story.

June 16, [Michael Pliskin](#) takes us on a deep dive into Lightroom and the Lightroom workflow.

July-no meeting as Lynette and I will be in Norway imaging polar bears before they do not exist any more.

August 18, [Amy Cantrell](#) will take us to the next step in lighting - two light photography.

September 15, [Lynette Kent](#) shows us how to calibrate our computer monitors to have accurate color in your images without having to take out a small mortgage.

As a reminder, in **May** we will raffle a Full Adobe Creative Cloud membership, worth over \$600.00 and in **June** we will raffle a [Canon Pixma Pro10 Printer](#) — a ten color inkjet printer capable of printing 13 X 19 inch prints. It retails for \$699.99. Yes, you get to carry it home that day. Remember, your raffles tickets from each previous meeting attended in 2018, will be in the bucket for those May and June raffles! Attend more, get more chances at the big prizes!

Regards & God Bless,
Rick Redfern
advanzio@yahoo.com
Tel: 714.840.4737