

Photokina 2004

A Special Report



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Digital Imaging Companies Plan for the Future: Developing new standards in image capture, storage, and output

by Kim Brady

Photokina was a showcase for hundreds of new products this year, everything from the latest high-tech digital cameras to wireless mobile “camera-phone” printers to 1GB memory cards the size of postage stamps. Not only did we see lots of individual technological marvels but we also noted some important collaborative efforts between major imaging manufacturers. Press conferences held early in the show brought together corporate executives from companies all over the world to announce new standards in digital capture, storage, and output that are aimed at unifying existing formats and, hopefully, overcoming the risk of proprietary technologies becoming obsolete in years to come.

Adobe Systems’ **Digital Negative Specification** is a unified public format for RAW digital camera files that is being endorsed by such companies as Corbis, HP, Extensis, and Microsoft. The company also launched a free software tool, **DNG Converter**,



which translates many of today’s popular RAW photo formats into the new .DNG file format, compliant with the Digital Negative Specification. Independent researchers, such as Henry Wilhelm, Wilhelm Imaging Research, are also behind the concept. “With fully documented, open architecture, Adobe DNG will do for high-end digital photography what PDF has done for document distribution and, at the same time, what PDF has done for long-term document preservation and access,” says Wilhelm. “Photographers can distribute DNG files to clients, colleagues, friends, and family without having to send copies of their camera manufacturer’s special RAW format image extraction software. In the far-distant future, people will still be able to open Adobe DNG files. The photographs—and the photographer’s place in history—will have been preserved.”

Konica Minolta announced a joint agreement to develop a set of open storage standards for the consumer imaging and electronics industries, similar to the professional standard announced by Adobe. The **Picture Archiving and Sharing Standard (PASS)** is expected to help preserve today’s still and motion images by

establishing a standard format that will be accessible 50, 100, or more years from now. Other companies that have agreed to join the development team are Fuji Photo Film and Eastman Kodak Company.

“We’re looking at this from a consumer’s perspective,” says Hisatoyo Kato, director, senior VP and general manager of Fuji Photo Film’s Business Development Division. “People need to be confident that their pictures and videos will be readily available to enjoy and share in future decades.”

Eastman Kodak Company introduced its new **Kodak Mobile Service** for camera phone users to store and access their digital photos and phone-captured video from any location. Stored images can be organized and shared with friends and family by setting up shared folders that automatically email new pictures when they’re updated. Prints can be ordered through Ofoto’s online printing service and delivered to customers through the mail. Kodak Mobile and Ofoto members in the U.S. can personalize their camera phones by downloading their favorite images and saving them as wallpaper on the camera phone’s handset.

In connection with the Mobile Service announcement, Kodak unveiled its new Kodak EasyShare Printer Dock Plus, a new model of the consumer home printer that can accept digital image files from almost any digital source (US\$199.99 MSRP). It not only accepts photos from Kodak EasyShare cameras, but also receives them wirelessly from mobile home cameras, or directly from digital camera media. Pictures can be viewed on

televisions connected to the Printer Dock Plus and optional remote control devices allow you to navigate and print from a distance.

Kodak also announced a wired standard for home picture printing with its new **ImageLink print system**, based around a



26-pin connector that will connect all “ImageLink” digital home printers with all participating digital cameras. Six companies have joined the consortium: Konica Minolta, Nikon, Olympus, Pentax, Ricoh, and Sanyo Electric. The first cameras and printers supporting the ImageLink specification are expected to be available worldwide in the first quarter of 2005.

Concord Camera Corporation introduced its new **WIT™ technology** in the form of a standalone prototype measuring only 2x2 inches. The WIT-enabled Wi-Fi device plugs into a camera’s USB port, allowing users to transmit photos wirelessly over the Internet from any

digital camera using mass storage technology. WIT technology employs the 802.11b standard for transmission, making it compatible with all Wi-Fi hot spots and base stations.

The 802.11g standard takes advantage of the latest Wi-Fi transmission technology, which is approximately 1500 times faster than traditional GSM (GPRS) networks and 20 times faster than mobile 3G networks. WIT technology can transmit a high-quality 4MP image in 1/10th of a second and video clips at up to 54MB per second. It can also be used to transmit images by e-mail or FTP with the help of a WI-FI access point or Hotspot.

DIGITAL CAMERAS: THE NEW PILLARS OF THE PHOTO AND IMAGING MARKET

Delivering more performance while becoming more innovative, more compact, and more design-oriented on every level, digital cameras continue to gain momentum and this year they’re also the engine driving the photographic and imaging industry. Last year, 4.9 million digital cameras were sold in Germany alone, which means their share of the overall German camera market is more than 70 percent. In the first quarter of 2004, sales increased by about 50 percent. According to estimates by Photokina’s organizers, based on GfK data, more than 70 million digital cameras could be sold worldwide this year—not including mobile phones equipped with cameras, which may reach total sales of 100 million units.

Current mid-range digital cameras offer resolutions ranging from three to five megapixels. These models are distinguished from one another by different focal lengths and designs. Larger and more brilliant displays are other innovative features of this class, along with shorter shutter release times for even better snapshots.

PHOTOKINA NEWS

The growth in portable PDAs is also being spurred on by developments in memory cards. And that’s also true for the sales of camera phones/phone cameras. The uncertainty that currently prevails surrounding the correct term here reflects today’s market situation.

DIGITAL TECHNOLOGY POINTS THE WAY AHEAD

In all, 107 million cameras were sold around the world last year—more than ever before. The driving force behind this growth are digital cameras, which are expected to outsell analog models for the first time this year on the global market. Spearheading this trend is Japan, where almost 90 percent of all cameras sold are now digital rather than analog.

Many models in the amateur digicam segment already come with eight-megapixel resolutions, standard. Although this resolution is sufficient for producing poster-sized prints, the move to chips with even more pixels is continuing at full speed. What’s more, the trend for these new cameras is moving toward longer video sequences with steadily improving quality. In turn, the eight million digital camcorders that are expected to be sold around the world in 2004 have better and better photo functions and are already perfectly suited to taking excellent pictures in a postcard format.

ENHANCED FUNCTIONS

What is overlooked somewhat—though they’re all the more significant—are the improvements in the cameras’ image processing software—a necessary result of the high performance of the camera chips, which must be read out correspondingly quickly and cleanly. Other details that were found in various models at Photokina include internal image enhancement programs, the elimination of dust particles and intelligent stability features. Also on display were examples of the further improved quality of lenses, which is a fundamental requirement in view of the ever-increasing chip performance.

CAMERA PHONES WITH ENHANCED IMAGE FUNCTIONS

Digital cameras with a resolution of up to three megapixels are already a familiar sight on the mass market. It will be interesting to see in the future to what degree these cameras will be replaced by camera-equipped mobile phones that deliver comparable performance. In Japan this trend is already clearly evident. The cameras in these phones can take high-quality photographs in a postcard format.

DSLR SYSTEMS: STRONG GROWTH RATES

Cameras that have resolutions of up to eight megapixels are completely equipped all-in-one models with excellent zoom properties that meet nearly every need a photographer could imagine—right down to changing the lenses. That, in turn, is traditionally one of the main arguments for reflex cameras—even in today’s digital age. Some time ago, DSLR models developed from being expensive special cameras for professional photographers to affordable mass-produced models that are currently registering disproportionately high sales growth. It’s predicted that more than 800,000 digital SLR cameras will be sold in Europe alone this year. These next-level digital cameras are often the first choice for

photographers who want to do more than take snapshots. For the photographic trade, this class of camera also represents great potential for further sales of accessories and additional services.

In the months and years ahead, digital cameras will remain the “backbone” of the photographic and imaging market. Showcased at Photokina 2004 were not only the latest models in each class, but also the most important strategic concepts for the market.

HASSELBLAD

The **Hasselblad H1D** is a completely integrated medium-format digital camera for high-end, professional photography. Combining best-of-class solutions from Hasselblad and Imacon, the H1D incorporates forwarding looking digital technology and a high-resolution, single-shot 22-MP sensor. The camera's fully automatic features, fast auto-focus, outstanding optics, and user friendliness are unsurpassed by any other medium-format system.

It's time for the next generation of HC lenses, fully compatible with H1 and H1D cameras. The HC 120mm Makro f/4.0 lens features exceptional performance and auto-focus down to a scale of 1:1. The HC 100mm f/2.2 is an ultra fast AF lens for portrait and all-around photography. For the nature and sports photographer, the HC 300mm f/4.5 provides fast auto-focus and an integral tripod mount for precise photography in the field.

The **Hasselblad Ixpress V96C** camera back provides digital integration for the legendary V-System at an unprecedented level and price point. Compatible with the 500-series, SWC-series and the FlexBody & ArcBody technical cameras, the V96C combines a square-format, high-resolution single-shot 16-MP sensor together with the classic features of the legendary V-System—truly the best of both worlds! The Hasselblad V96C: one system for film or digital, one supplier - no compromises.

The **Hasselblad CF Adapter** allows all Carl Zeiss C-Series lenses to be used on the Hasselblad H1 and new H1D camera. From the unique 30mm CFi fish-eye to the longest telephoto, the CF Adapter opens up a whole new world of possibilities for the both the H1 user, as well as the existing V-System owner upgrading to the modern H-System. The Hasselblad CF Adapter is a testament to Hasselblad's legendary versatility.

The **Ixpress 132C** is a portable, single-shot high-resolution camera back incorporating a 22-MP sensor. Featuring the unique i-Adapter concept, the Ixpress 132C will fit onto almost all medium and large format cameras, providing a flexible and economical solution for a wide variety of applications and camera platforms. The Ixpress 132C is upgradeable to the multi-shot Hasselblad Ixpress 528C, for the most critical still life and fine-art copy photography. The Hasselblad Ixpress 132C: a single solution with tremendous opportunities.

With the **Hasselblad Flextight 343** and **Flextight 646** scanners, analog film becomes high-end digital without any compromises in image quality. For those times when film is the better solution, such as in long exposure or low light situations, or simply for those photographers more comfortable with analog capture—the Hasselblad Flextight scanners open the door to the many benefits of a hybrid workflow. Now any photographer can utilize the wide range of image composition and digital output products to take their photography to a whole new level. The Hasselblad Flextight 343 & 646 Scanners: the digital (re)solution. www.hasselbladusa.com.

CANON:

With the highest resolution, lowest noise, truest color and fastest burst rate in its class, the **EOS-1Ds Mark II Digital SLR** is the one pro digital even medium-format film holdouts will love.

At long last, catalog and commercial photographers, stock photographers, studio portrait specialists, and other professional photographers of every stripe and specialty can capture brilliant high impact images and enjoy the speed, economy, flexibility, increased workflow, and productivity that only digital offers with Canon's new 16.7 megapixel EOS-1Ds Mark II SLR.

“The EOS-1Ds Mark II digital SLR camera establishes a new benchmark of innovation and excellence not only for Canon but for our industry as a whole and particularly for the community of professional photographers who are our most demanding and discerning customers,” stated Yukiaki Hashimoto, senior vice president and general manager of the consumer imaging group at Canon U.S.A., Inc., a subsidiary of Canon Inc (NYSE:CAJ).

“Up to now, many professional and commercial photographers have been wedded to their medium format film cameras in order to ensure the excellence of their images and the ability to make dramatic enlargements with virtually no reduction in quality. With this remarkable new pro digital SLR, we are sending a message to those medium format fans: your digital dream has been fulfilled.”

For those wishing to get a first glimpse of that dream, production models of the new EOS-1Ds Mark II camera will be on display at New York City's Photo Plus show starting on Oct. 21st at the Jacob Javits Convention Center. The EOS-1Ds Mark II camera body carries an estimated street price of \$7,999 and is scheduled to begin shipping in November. The successor to Canon's 11.1-megapixel EOS-1Ds SLR introduced in 2002, the new 16.7-megapixel EOS-1Ds Mark II camera utilizes a full-size 24x36mm CMOS sensor that eliminates focal length conversion factors and features dramatically improved image quality made possible by the combination of new image sensor technology together with Canon's exclusive DIGIC II image processor.

The new CMOS sensor features larger microlenses over each photosite compared to the EOS-1Ds resulting in an improved signal-to-noise ratio. On-chip noise reduction has also been improved to produce a cleaner signal before the image data is transferred to the DIGIC II image processor. The DIGIC II processor in turn produces rich, high-chroma color gradations for more naturally rendered images. Indeed, it is the combination of Canon's proprietary CMOS sensor and DIGIC II technology that permits the EOS-1Ds Mark II camera to provide what was once considered near impossible: high definition at high resolution with extremely low levels of false color artifacts. DIGIC II also permits faster processing of large files and is twice as fast as the image processor used in the EOS-1Ds.

Color Space: The EOS-1Ds Mark II camera provides five preset color matrix settings plus two custom settings (as compared with the five presets provided on the original EOS-1Ds camera). In addition, the support for the Adobe RGB color space is improved through the use of DCF 2.0 and Exif 2.21 file formats.

White Balance: Inherited from the EOS-1D Mark II model is the new camera's white balance correction feature that permits nine +/- adjustments in full step increments; compensation for blue/amber bias or magenta/green bias; white balance bracketing in three +/- full stop increments and auto white balance derived exclusively from image sensor data. The camera features a total of 10 white balance settings: Auto, Daylight, Shade, Cloudy, Tungsten light, Fluorescent light, Flash, Manual, Custom and Personal.

Fast, Fast, Fast: The EOS-1Ds Mark II pro digital SLR is ready for action just 0.3 seconds after its power switch is clicked on and fires a fast four frames per second at full resolution for bursts of up to 32 JPEG or 11 RAW images (compared with 3 fps for up to 10 fps on the original EOS-1Ds camera). In a commercial studio environment, the EOS-1Ds Mark II camera will actually shoot faster than the time it takes for most studio strobes to recycle. The camera also offers users ISO options from 100 to 1600 in 1/3-stop increments with the flexibility to expand the range to ISO 50 or ISO 3200 by utilizing the camera's custom functions.

While the new 1Ds Mark II camera occupies the prestigious flagship position of Canon's professional digital line, it incorporates or surpasses many of the new technological advances introduced earlier this year on the 8.2 megapixel EOS-1D Mark II pro digital SLR, which has become a favorite of photojournalists, sports shooters, and wedding photographers.

Like its 8.2 megapixel SLR sibling, responsiveness and user-directed adaptability are again clearly evident in the range of the EOS-1Ds Mark II camera's shutter speeds, from 1/8000 to 30 seconds and bulb (with user-set adjustments of 1/3, 1/2 or full stops). The camera's shutter lag time is just 55ms and focus is achieved in a virtual instant thanks to a 45-point AF system. Precision also extends to the EOS 1Ds Mark II camera's 21-zone metering sensor, which, as one would expect, works seamlessly with the E-TTL-II flash metering technology. Adding to the camera's versatility and ability to reflect the individuality of the photographer using it, the EOS-1Ds Mark II camera features 20 built-in Custom Functions with 65 settings and 27 personal function settings that can be uploaded to the camera with the use of dedicated software.

Recognizing that such customization can be time consuming, all of the camera's settings can now be saved to a memory card and shared with multiple cameras. Should the camera need servicing, the settings can be stored and reloaded after the work is done.

With 16.7 effective megapixels (out of a total of 17.2 megapixels) packed onto a 36 x 24mm CMOS sensor, the EOS-1Ds Mark II camera offers the world's highest pixel count in a 35mm, full-size digital AF SLR camera. In the JPEG Large and RAW modes, the 4992x3328 recorded pixels are easily capable of making 16x24 inch enlargements. What's more, the EOS-1Ds Mark II camera has sufficient resolution to generate a full double page spread at 300 DPI, considered the "Holy Grail" of catalog photography.

Unlike the original 1Ds camera that featured only two image quality settings, the new EOS-1Ds Mark II model places greater control and discretion in the photographer's hands and offers a choice of five image quality settings: RAW (16.6 megapixels); Large JPEG (16.6 megapixels); Medium 1 JPEG (8.6 megapixels), Medium 2 JPEG (6.3 megapixels), and Small JPEG (4.2 megapixels). RAW files and JPEGs can be shot separately or simultaneously, for maximum flexibility according to the desired workflow.

E-TTL II Flash Exposure Control: The EOS-1Ds Mark II Pro Digital SLR camera incorporates the E-TTL II Flash control system first introduced on the EOS-1D Mark II model earlier this year. Though it remains compatible with all EX-series Speedlites as well as the E-TTL wireless autoflash system, the smarter E-TTL II flashmetering algorithm evaluates the subject as a "plane" rather than a simply a point and ensures that images containing various colors and levels of reflection are captured accurately and optimally. The system compares the ambient light with pre-flash data reflected off the subject and recorded by the central 17 metering zones. It then selects the areas with a small difference to be weighted for flash exposure calculation. The system eliminates or under-weights areas with large differences, recognizing them as an extremely reflective object in the background or a highly reflective subject, then smartly ensuring it by considering the distance information data provided from compatible EF lenses. The system similarly prevents over-exposure when photographers lock focus and recompose the shot by considering the flash output level calculated according to the distance. The camera also allows users to select an averaged metering pattern by using its custom function settings.

Pick A Card: Like the 8.2 megapixel EOS-1D Mark II digital SLR that Canon announced in January, this new 16.7 megapixel EOS-1Ds Mark II model is equipped with two dedicated card slots for Compact Flash (Type I or II) and SD memory cards and allows for either simultaneous backup recording for situations where image capture is critical or individual recording on separate cards for capturing of an enormous number of images.

Great Monitor: The EOS-1Ds Mark II camera also features a brilliant and easy to read 230,000-pixel high detail color LCD Monitor (compared with a 120,000 pixel display on the original EOS-1Ds), that measures two inches on the diagonal and provides 100% coverage. Image playback can be automatic after an image has been captured and is also reviewable by simply pressing the "display" button on the rear of the body. The monitor is equipped with a magnification feature that provides a 1.5X to 10X scrollable zoom in 15 stops, enabling users to check the focus and exposure of their images with a new level of on-the-spot precision. The monitor also provides five brightness settings, a new and bolder typeface to allow for easier reading of text menus, and an auto rotation feature that automatically rotates a vertically shot image to enable easier viewing and downloading.

RGB Histogram: Contributing to the precision and control afforded to its users, The EOS-1Ds Mark II camera's RGB histogram display enables separate checking of color and brightness information for the red, green, and blue channels.

The RGB histogram can also be used to check other color information not available in the brightness display such as white balance bias, color balance, color saturation and the compression of color gradations. Available when viewing any recorded image in the Single (Info.) image playback mode, the RGB histogram is displayed as an alternate to the luminance histogram, which draws attention to overexposed portions of the picture that lack image information.

Improved Interface: In addition to the professional-standard four pin IEEE1394 (Firewire) port that enables high speed computer interface at 100 megabits per second, the EOS-1Ds Mark II camera features a new video output terminal, which supports TV connection, facilitating the viewing of images on a television screen, as well as a USB port for connection to a computer or Direct Printing with BJ Direct, Canon's Compact Photo Printers and PictBridge compatible printers.

Able to stand up to real world conditions—from environmental portraiture, nature, travel, or “annual report” type images to high-volume catalog photography, family portrait studios or event imaging applications—this fast and fine thoroughbred SLR is also a rugged, lightweight, weather resistant magnesium alloy workhorse, with a shutter durability-tested to 200,000 exposures (50,000 more than on the original 1Ds camera). The camera's EF lens mount is made of stainless steel and is fully compatible with all Canon EF lenses (except EF-S lenses), as well as TS-E and MP-E lenses. Adding to its allure, the new EOS-1Ds Mark II camera fairly sips power from its battery, executing approximately 1200 shots per charge, double that of its original (and recent) EOS-1Ds ancestor.

Bundled Software: The EOS-1Ds Mark II camera is bundled with two software CD-ROMs: the EOS Digital Solution Disk (v9.0) which includes Windows and Macintosh versions of the EOS Viewer Utility (v1.2) which allows image downloading, RAW image adjustment and camera setting specifications; EOS Capture (v1.2) and PhotoStitch, as well, Twain and WIA Drivers (Windows only). The second disk, Digital Photo Professional (v1.5) includes a newly updated RAW image processing application to handle the workflow demands of professional photographers. It enables high-speed RAW image processing and preview, support for sRGB, Adobe RGB and Wide Gamut RGB color spaces and is Color Management System (CMS) compatible. The EOS Capture software supports tethered shooting with Digital Photo Professional as well as EOS Viewer Utility to provide a powerful performance combination for studio photographers. As with the EOS-1D Mark II model, no third party image retouching software is included.

Remotely Possible: New for the EOS-1Ds Mark II camera is the optional Wireless File Transmitter (WFT-E1A)(A). Given the enormous popularity of LAN-based image transmission systems and the demands for higher speed image distribution in the reporting fields, Canon developed this new accessory that allows photographers to transmit images from their cameras directly to a computer over a wired or wireless local area network (LAN). The WFT-E1 transmitter includes a mini antenna, a long and short IEEE1394 cable, a case, and camera mounting screw. The transmitter will also be compatible with the EOS-1D Mark II and the EOS 20D digital SLR cameras via a firmware upgrade. Pricing for the WFT-E1 has not been finalized, but will be announced prior to initial dealer shipments in November. www.usa.canon.com.

KODAK

Eastman Kodak Company introduced the **KODAK PROFESSIONAL 1400 Digital Photo Printer**, an affordable system for professional and advanced amateur (AdAm) photographers that delivers the outstanding quality and durability of KODAK prints immediately.

Whether in a studio, on location for proofing, or at home for final printing and displaying, the robust desktop printer produces one 8x12—one 8x10—two 6x8—two 5x7 or four 4x6-inch photos per sheet, and the water-resistant photos are said to last a lifetime. The Kodak Professional paper and ribbon consumables are bundled in matched volumes to provide optimum color density for every print, eliminating worries associated with low ink levels. Consumables—including paper available in 50- and 25-sheet packs—are priced competitively to similar offerings on the market.

“The KODAK PROFESSIONAL 1400 Digital Photo Printer is yet another way that Kodak satisfies professional and AdAm photographers' need to print digital photographs in studio, on location or at home,” said Sue Gringer, Worldwide Marketing Manager, Digital Desktop Output, Professional Output Group, Digital and Film Imaging Systems, Eastman Kodak Company. “The affordable, easy-to-use printer produces high-quality, durable output that makes every print worth framing.”

The KODAK PROFESSIONAL 1400 Digital Photo Printer's features include:

- 90 seconds per print
- Glossy and matte finish output available for professional portrait applications
- 50-sheet paper capacity in/out
- Accepts A4, 8.5x14 and 8.5x12 paper sizes (full size A4 30x20cm)
- Maximum Image size—8.27x12
- USB 2.0 interfaces
- APPLE and WINDOWS printer drivers

The printer—part of the venerable family of KODAK PROFESSIONAL thermal printers that includes the ML-500, 8500 and 6800 printers—comes with a one-year warranty.

The KODAK PROFESSIONAL 1400 Digital Photo Printer carries a suggested U.S. list price of \$499. It will be available in October from authorized dealers of KODAK PROFESSIONAL Thermal Printer products.

Building on its highly successful line of EASYSHARE printer docks, Eastman Kodak Company today unveiled the **KODAK EASYSHARE Printer Dock Plus**. The new model (US\$199.99 MSRP; available beginning this month) quickly and effortlessly makes real KODAK 4x6-inch pictures from nearly any digital source. People can wirelessly transmit pictures from their mobile phone cameras to the Printer Dock Plus, which also prints directly from digital

cameras and memory cards—all without the need for a computer.

Using the Printer Dock Plus, waterproof KODAK pictures can be printed at home with just a touch of a button, in as little as 60 seconds each. Thanks to KODAK Color Science technology, the Printer Dock Plus delivers pictures with vibrant, accurate colors—including hard-to-reproduce skin tones. In addition, a new auto enhance button instantly corrects for underexposed (dark) shots, a common occurrence in low-light situations with phone cams and when using digital cameras beyond their flash ranges.

“We’re witnessing the phenomenal growth of camera phones, yet many handset owners aren’t aware how easy it is to print their pictures,” said Richard Stearns, general manager of home printing systems for Kodak’s Digital & Film Imaging Systems operation. “Just as we helped digital camera owners solve the dilemma of sharing and printing their pictures, Kodak is doing the same with phone cam owners. We’ve made significant strides by installing phone camera-friendly KODAK Picture Maker kiosks at retail locations and creating KODAK Mobile Service for online and on-handset sharing. Now the simple-to-use Printer Dock Plus brings that same benefit into the home.”

The Printer Dock Plus includes the ability to print one, two, four or nine images on each 4x6-inch sheet, which is ideal for both high-resolution digital camera and lower-resolution camera phone images. In addition, it incorporates PICTBRIDGE technology for printing directly from other manufacturers’ cameras; a built-in SD/MMC memory card slot; an optional external 8-in-1 memory card reader for using additional popular memory card formats; and a dedicated multi-function docking connector for KODAK EASYSHARE 600/6000 and 700/7000-series digital cameras. KODAK EASYSHARE digital camera owners also benefit from one-touch picture transfer to a connected computer and the convenience of camera battery recharging in less than 3.5 hours—plus reconditioning for improved Ni-MH rechargeable battery performance.

The new Printer Dock Plus can also be connected to a computer to print pictures stored on a hard drive, and is packaged with a sample photo paper and cartridge kit that enables people to immediately make 10 KODAK pictures. 40-count refill packs (US\$24.99 MSRP) include color cartridges and a matching quantity of thermal photo paper, so users don’t have to worry about running out of supplies in the middle of a project.

Pictures can also be viewed on televisions connected to the Printer Dock Plus; an optional remote control (US\$19.95 MSRP) allows for navigation and even printing from a distance. With its sleek, portable design, owners can even bring the Printer Dock Plus on vacation or to a friend’s home, which is made more convenient with the KODAK Printer Dock Travel Bag (US\$39.95 MSRP). For more information call, 800-235-6325, or visit www.kodak.com/go/professional.

OLYMPUS

The new **Olympus C-7000 Zoom** is proof that good things do come in small packages. The world’s smallest and lightest 7.1 megapixel, 5x optical zoom digital camera packs numerous advanced technologies for ultra-high image quality into an incredibly compact body with a convenient, easy-to-carry size. Its wealth of sophisticated features and intuitive operation allows users of all skill levels to achieve their precise creative goals. Just when one feature has been mastered, yet another facet awaits to be discovered inside this tiny gem of a camera.

“Olympus C-series cameras combine easy-to-use automatic functions with a high degree of manual, customizable control to obtain just the right effect for every image, whether you’re a beginner or an experienced user,” said Richard Campbell, product marketing director, Olympus America Inc. “With the C-7000, Olympus has created a high performance imaging tool that’s portable enough to take virtually anywhere your creativity may lead you.”

The C-7000 includes a newly developed 5x optical zoom lens (f/2.8, f/4.8 to f/8.0; 38mm to 190mm equivalent) that is specifically designed to maximize the imaging potential of its high-definition 7.1 megapixel CCD sensor. United with Olympus’ exclusive TruePic TURBO™ Image Processor that suppresses noise and boosts image definition to ensure sharper, clearer images, the sensor and lens capture high-resolution images that deliver excellent color definition, clarity, and high contrast. With a fast startup of less than one second and a fast shutter release time, the C-7000 ensures high-speed response that allows users to enjoy high-quality imaging the instant they place the camera in their hands. Contact Olympus at www.olympusamerica.com, or call 800-260-1625.

KONICA MINOLTA

Konica Minolta Photo Imaging U.S.A., Inc. introduced the new **DiMAGE A200 8.0 megapixel Single Lens Reflex** (SLR)-type high-performance digital camera that is perfect for all levels of photographic experience from advanced amateur to creative beginner. Equipped with Konica Minolta’s Anti-Shake technology featuring a unique CCD-shift mechanism that offsets handheld shaking, it is easy to capture sharp images with the DiMAGE A200, even in low lighting and without the use of a tripod.

In addition, the camera’s rotating 1.8-inch TFT Vari-angle LCD monitor allows photographers to get a clear viewpoint for shooting artistic angles or taking flawless self-portraits. And, the Konica Minolta DiMAGE A200’s simplified operation means that all photographers can benefit from its advanced specifications, thus maximizing their photographic experience.

“The new DiMAGE A200 digital camera is designed to meet the needs of even the most discriminating photographers,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “Thanks to the built-in Anti-Shake technology and other innovations, this versatile new model allows even novice photographers to transform ordinary snapshots into professional looking photographs that they’ll treasure for years.”

The camera’s 2/3-inch CCD with 8.0 million effective pixels and the high-performance Konica Minolta GT APO lens combine to produce incredibly faithful smooth-toned colors. With its proprietary new advanced LSI engine and CxProcess™ III image-processing technology, the DiMAGE A200 provides high-speed and stress-free image processing with low power consumption. And, its ability to suppress noise and provide exceptionally accurate color reproduction

means that users get high quality images every time.

And, thanks to Konica Minolta's proprietary Anti-Shake technology that employs a unique CCD-shift mechanism, even entry-level photographers can avoid blurry pictures. This internal stabilizing system is connected directly to a CCD sensor that quickly responds to camera shake, thus rendering sharper images in dim lighting as well as hand-held telephoto shots. Especially helpful when using the 4x digital zoom and high-performance built-in 7x optical zoom for landscapes, close-ups, and at sporting events, the DiMAGE A200's Anti-Shake technology is activated with the simple touch of a button. Combined with its three focusing areas – wide focus area, 11-point selectable AF area, and flex focus point, the DiMAGE A200 ensures that photographic subjects are always in perfect focus.

The camera's newly employed vari-angle, TFT color LCD monitor can be rotated up to 270° vertically and 180° horizontally, allowing photographers unrestricted shooting at high and low angles. The included multi-functional wireless remote control makes it easier to take self-portraits and movies whenever and wherever. And, because the LCD provides high-speed, real-time viewing at 60 frames per second, there is minimal lag time between the on-screen display of moving images and the press of the shutter release, so there's no need to worry about missing a photo opportunity.

The new DiMAGE A200 enables users to record movies in VGA mode (640x480 pixels at 30 frames per second) for smooth, true-color playback that rivals TV quality, and SVGA mode (800x600 pixels at 15 frames per second), which is ideal for viewing movies or movie stills on large PC screens. This gives users the freedom to choose the screen size and frame rate that suits their needs. Recording high-quality movies is even easier when the camera's Anti-Shake technology is enabled to minimize image blurring.

Also unveiled was the new **Konica Minolta Maxxum 7D digital Single Lens Reflex** (SLR) camera. This groundbreaking new 6.1 million-pixel resolution, interchangeable lens digital camera is the world's first digital SLR featuring a body-integral CCD-shift, Anti-Shake (camera-shake compensation) technology that combines enhanced picture quality, performance and improved handling characteristics. This new digital SLR also features a large, easy-to-view, high-definition 2.5-inch color LCD monitor and is compatible with virtually any Maxxum AF lens.

"Drawing on the tradition of technical expertise that gave birth to the Maxxum 7000, the world's first body-integral autofocus 35mm SLR camera, the RD-175, one of the world's first consumer-use digital SLRs, and the world's first washless photofinishing system, the NPS-1 Mini Lab, the Konica Minolta Maxxum 7D draws on more than a century of optical and photo-imaging expertise of two of the most respected names in photography," said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. "In addition, the new Maxxum 7D also inherits the intuitive operating ease of the award-winning Maxxum 7 35mm SLR, and maintains full compatibility with Maxxum system lenses and accessories, which is sure to please loyal Maxxum photographers around the world."

Specifically designed to match the performance requirements of the camera's large 6 megapixel CCD, the Maxxum 7D's unique, built-in exclusive CCD shift-type Anti-Shake technology instantly and precisely shifts the CCD to compensate for camera motion. It's so effective photographers can shoot at shutter speeds up to three steps slower than what they could hold without it. So even in low light, photographers can keep their images clean and sharp, free of the image-degrading noise that creeps in when they boost ISO sensitivity. And because the mechanism is integrated directly into the Maxxum 7D's camera body, it works with virtually any Maxxum AF lens – a major advantage for photographers when compared to bulky and expensive lens-based optical stabilization systems and software-based "digital correction systems" that can degrade image quality. Whether using telephoto, wide-angle, zoom, macro or standard, the system analyzes data on focal length, current aperture setting, and focusing distance so that it can optimize Anti-Shake performance to offer the highest level of protection.

The New Maxxum 7D also features Konica Minolta's proprietary, CxProcess™ III image processing technology that delivers high-definition, natural-looking images. High speed image processing is achieved using the all-new Advanced LSI engine designed to help provide fast data handling for improved camera responsiveness and control.

In keeping with its acclaimed Maxxum film SLR counterpart, the Maxxum 7D inherits a similar, simple-to-use dial and lever operation system. Enhancing handling further, the new model also features a superbly bright, easy-to-view, high-performance viewfinder designed to be comfortable and easy to use.

The new digital SLR also offers a comprehensive function set, designed to meet a diverse range of photographic challenges and user needs, complemented by a broad range of Maxxum accessories that give photographers a complete system back-up.

Two new interchangeable zoom lenses were introduced, each designed to provide optimum image quality when used with the new Maxxum 7D. The new **Konica Minolta AF ZOOM 17 to 35mm f/2.8 –to 4 (D) lens** and the new **Konica Minolta AF ZOOM 28 to 75mm f/2.8 (D) lens** offer superior handling characteristics making them ideal in a diverse range of shooting situations.

"Although the new Konica Minolta Maxxum 7D digital SLR camera is fully compatible with the existing line of Maxxum autofocus lenses—nearly 40 in all—these two new lenses have been designed specifically with the Maxxum 7D in mind," said Todd Schrader. "With these two digital lenses in the Maxxum photographer's camera bag, a wide range of shooting situations are covered while providing superior image quality." In addition, these lenses provide unparalleled creative control because of their circular apertures. Using a round aperture enhances the defocused areas of an image with smoother, more natural looking gradations of tone.

These lenses also incorporate Konica Minolta's Advanced Distance Integration (ADI) flash metering. When attached to the new Konica Minolta Maxxum 7D, these new lenses provide the camera with additional information on focusing distance to further enhance the electronic flash lighting performance and exposure accuracy when

using either the built-in flash or the external flash units such as the Konica Minolta Maxxum Flash 5600HS(D), Konica Minolta Maxxum Flash 3600HS(D), or the Konica Minolta Maxxum 2500(D) Flash units. Visit www.konicaminolta.us for more information.

CONCORD CAMERA CORP. (CONCORD)

A leader in award winning, high quality, affordably priced digital cameras, Concord demonstrated its clever new wireless image transfer technology for digital cameras called **WIT™ (Wireless Image Transfer)**.

Concord will showcase the new WIT™ technology through a standalone prototype, a pocket-sized 2x2-inch WIT™-enabled Wi-Fi device, which plugs into a camera's USB port allowing photos to be transmitted wirelessly over the Internet from Concord digital cameras, as well as other cameras utilizing mass storage technology. WIT™ technology transmits using the 802.11b standard for compatibility with all Wi-Fi hot spots and base stations, as well as using the 802.11g standard to take advantage of the latest and fastest Wi-Fi transmission technology. It is about 1500 times faster than traditional GSM (GPRS) networks today, and will be 20 times faster than mobile 3G networks. WIT™ enables users to transmit a high quality four-megapixel image in 1/10 of a second, and video clips at up to 54MB per second. WIT™ transmits images by e-mail or FTP with the help of a Wi-Fi access point or Hotspot.

"As Wi-Fi explodes globally, we believe this type of wireless imaging technology has great potential for standalone camera accessories, as well as, being integrated into digital cameras," said Jeff Mandell, VP Worldwide Marketing.

With the new WIT™ Technology, Concord continues a long history of cutting-edge innovation in wireless imaging. Last year, Concord introduced a Bluetooth-enabled digital camera available for under \$200, the Concord Go Wireless. The Go Wireless went on to win many industry awards and accolades, including Popular Mechanics "Editor's Choice Award" at CES 2003. Concord was also one of the first camera companies to develop mass-market consumer digital cameras that could interface with cell phones via infrared signals with the Concord Eye-Q Ir, which was sold by Nokia with their 9210 Communicator.

Concord is presently evaluating WIT™ technology as both a standalone device, as well as an integrated module in select digital cameras. For more information visit www.concord-camera.com.

CREO

Creo, Inc. launched its latest digital photography solutions at Photokina 2004, the industry's largest trade show. Leaf is demonstrating color control technology and introducing the flagship of medium and large-format photography. Leaf is also demonstrating wireless displays and Creo quality scanners.

New Leaf Capture 10

Leaf has consulted with the world's leading photographers to create the easiest, yet most robust workflow-oriented application for professional photographers. The user-friendly Leaf Capture 10 application enables image capture through final output, and features color profile creation and editing based on collaboration with GretagMachbeth.

Leaf Aptus with Large Built-in Display

Creo is launching the Leaf Aptus digital camera backs - the Leaf Aptus 22 with 22 megapixels and the Leaf Aptus 17 with 17 megapixels. These new digital camera backs feature built-in, large (6x7cm) displays enabling practical image evaluation, focus confirmation and editing. The Leaf Aptus is the fastest digital medium-format camera back with an image every 1.2 seconds in a continuous non-stop burst of lossless RAW HDR files. The Aptus digital camera back is portable and easy to use with the robustness, resolution and powerful workflow professional photographers require.

Leaf Valeo Wireless Display

The Leaf Valeo Wireless digital camera backs features Bluetooth® wireless technology for a wireless display that is flexible to use for the photographer or client. Leaf Valeo features the same fast capture rate of 1.2 frames per second as the Aptus back, and the unsurpassed photographic quality. Photographers also describe their Leaf Valeo experiences at www.creo.com/leaf.

iQsmart1 Scanner

Creo is also demonstrating the newest flatbed scanner in the iQsmart® family, the affordable iQsmart1. This easy-to-use scanner brings proven quality, high productivity, and advanced features to photo studios and photographic service agencies. The iQsmart1 scanner addresses the needs of the most demanding professional creatives with consistently sharp images, automation, and speed.

EverSmart® Supreme II Scanner

Also displayed is the top-of-the-line EverSmart® Supreme II scanner, which incorporates innovative scanning technologies, including XY Stitch, CCD Dynamic Cooling, and MaxDR. Offering excellent quality and outstanding performance, the EverSmart Supreme delivers enhanced productivity and quality, coupled with an advanced archiving workflow for the most challenging needs of today's imaging professionals.

For more information on these products visit, www.creo.com/leaf.