



SHUTTER

MAGAZINE



PRODUCT GUIDE

CAMERAS & ACCESSORIES

1 CAMERAS

it's a tool of the trade. We can't do our jobs without one. Like any tool, the right one makes our jobs that much easier. Check out our list of cameras in this month's guide.

EDITOR'S PICK Panasonic® CAMERAS

Let's be honest: These days, the last company you may look for the latest in DSLRs is Panasonic. Well, be prepared to have your minds blown! I know mine was. When I received the GH3, I was pretty indifferent to it. I mean, I use a real camera for my video, right? How can this little thing be better?

Wow, was I blown away when I started playing with the camera! Within 10 minutes, I had most of the major features figured out.

Whether you're just getting into video or are an established event cinematographer, you need to get this camera now. Panasonic touts it as great for hybrid video, such as the slide shows created by software like Animoto, with images and video mixed together.

The biggest thing that sets this camera apart is that it has no recording limit. Have you ever tried to film an entire ceremony with a DSLR? Good luck with that. This feature alone makes it worth its weight in gold. But wait, there's more.

The other features continue to blow my mind. Check this out: The camera also has autofocus that actually works. So, when your bride or couple is walking toward camera, it's in focus the entire way, using the built-in tracking focus system.

The focusing system is top-notch, offering touch-screen focusing. So I can pull focus from one subject to another just by tapping the back of the screen.

And the list of boring features continues, with things like 1080p at up to 60fps, HDMI output, and independent mic and headphone inputs.

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| Canon EOS-M |

With Movie Servo AF and STM lenses, DIGIC 5 processing power, and advanced CMOS sensor technology, Canon's EOS-M brings full HD video capture to life with smooth and quiet continuous autofocus. The camera pulls together an array of key technologies to provide both professionals and consumers with high-quality stills and video.

| Nikon 1 V2 Mirrorless |

Nikon's 1 V2 provides the market with outstanding speed and performance in an impressively compact size. For the shooter wanting much more control of images, this camera offers a variety of professional-level enhancements to improve creativity, comfort, and flexibility in your workflow.

| Sony Alpha Nex-6 |

This compact camera takes things to the next level, loaded with features comparable to those of many big cameras. With a large APS-C image sensor inside, Wi-Fi connectivity, and Sony's outstanding XGA OLED electronic viewfinder, you will easily get the quality and performance of a DSLR without being weighed down.

| Fujifilm X-e1 |

The Fujifilm X-e1 was designed for both professionals and enthusiasts seeking an upgrade from the standard rangefinder concept. This camera offers an impressive electronic viewfinder and professional-grade metal body, at a price that can't be beat.

| Olympus E-pm2 |

In low-light situations, this camera stands up to the test with its incredible speed and responsive touch shutter. Compact and trendy, the Olympus E-pm2 delivers impressive images and video, all while allowing you to explore your creative side with its built-in Art Filters.



The right

CAMERA

can make your sessions run smoother,
resulting in

BETTER IMAGES

and ultimately

higher sales...

it's kind of a no-brainer.



LENSES

it's all about the glass. it's probably the single best investment you can make when it comes to your photography. As you upgrade from camera to camera, your glass will remain the constant. Check out some cool new glass from our industry leaders.

EDITOR'S
PICK **TAMRON**[®]

LENSES

When I was starting out, the biggest challenge was quality gear at a reasonable price. Something that seemed impossible to find. Inexpensive meant cheap. Cheap meant slow. And that meant my image quality was going to suffer. Those two things are no longer mutually exclusive.

Tamron is not a lens I would typically think of for the full-time professional. I really did think it more of a kit style lens. I was blown away when the SP 24-70 2.8 arrived. The first thing I noticed was the weight. It didn't feel cheap or inexpensive. It felt like my other glass. The build is quality construction—definitely something that will handle the ins and outs of the professional shooter.

I shot a few frames at a 60th and 80th of a second, and the image stabilization took over, giving me a tack-sharp image. Something else that really stood out to me was the focusing motor: I never heard it. This thing is ninja quiet. Just sneaks up on you, and bam, it's in focus.

While this may be categorized as an economical choice over its rivals, coming in at almost \$1,000 cheaper for the same glass from Canon or Nikon, this lens can play with the big boys. Best of all, it comes with a six-year warranty.

WATCH
NOW

| Canon |

EF 70-200mm f/2.8L IS II
Telephoto Zoom Lens

Speed, performance, and consistency have made this one of the most highly sought lenses on the market. With built-in image stabilization, the reliably sharp image quality that comes from Canon's 70-200mm lens sets the standard for zoom lenses across the market.

| NIKON |

17-35mm f/2.8
Super Wide Angle Zoom Lens

Nikon's 17-35mm lens is quick, consistent, and well built. It provides superior accuracy in performing at maximum aperture throughout its full zoom range, and offers an M/A mode, allowing photographers to quickly and seamlessly switch from automatic to manual focusing.

| SIGMA |

35mm f/1.4

Sigma's 35mm lens is lightweight and durable, and provides photographers with a high-end artistic quality at an economic price. It's part of Sigma's Art Line, ideal for portraiture and in-studio photography.

IT'S **ALL** ABOUT THE

GLASS.

BIGGER
IS

BETTER.

YEEEEAAAAHHHH.

3 TRIPODS

Get the support you need.

This month's guide shows you some of the best sticks on the market. A lightweight and versatile tripod is priceless for the photographer on the go.



EDITOR'S
PICK

BENRO®
Let's go!

TRIPODS

For me, tripod size matters. I want something that is compact, lightweight, and fits in my travel bag. As a wedding photographer, I do plenty of destination work. Today, checking bags is a nightmare. At 3.5 lbs., Benro's new tripod folds to just over 17.5 in. and is so compact that it allows me to put it in my suitcase and check it with the rest of my luggage.

Next up on the feature list, a built-in monopod. You read that right, the tripod breaks down into a monopod in seconds. It's an absolutely incredible feature that allows me to have two pieces of heavy equipment in one.

Clearly built for the on-the-go photographer, the Benro tripod comes in an aluminum or carbon fiber option. And for the nature lover in you, the monopod also comes with a compass handle.

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EDITOR'S PICK

| Vanguard Alta Pro 263AB 100 |
Stable, reliable, and durable, this piece of gear is everything you want in a tripod. It's lightweight and easy to use, with easy release buttons that make setup extremely efficient.

| Manfrotto |
BeFree Compact Travel Photo Tripod
This aluminum-alloy pod is uniquely designed to fit the traveler's needs. BeFree offers patented leg selectors that allow you to quickly select between leg spread angles, while its Italian design combines style and performance.

| Flashpoint |
F-1228 Carbon Fiber Tripod
Made to Adorama's specifications with both the beginner and professional photographer in mind, the Flashpoint F-1228 provides durability with features that bring ease and efficiency to your workflow. The carbon fiber makes this a lightweight yet extremely durable piece of equipment to add to your collection.

“ARE
3 LEGS
BETTER
THAN 1?
YOU BE THE JUDGE.”

ACCESSORIES

We all love our toys, and some of these toys are legit business tools that can make our lives easier and more productive. Check out some cool products sure to make you envious.

EDITOR'S PICK SPIDER CAMERA HOLSTER

ACCESSORIES

We have all had the question posed to us. You are stranded on an island, what do you bring with you?

I'd bring the Spider Holster, designed by photographers for photographers. I found myself playing gunslinger all day. My staff took it away from me before I could hurt someone.

Besides being fun to play with, it's a practical tool. When I'm shooting, I'm constantly taking my camera off my shoulder or putting it on the ground. I have kicked my camera, dropped it, and a host of other things I still can't bring myself to talk about. Ok, if you insist. This one time I was in church shooting a wedding and put my camera on the pew. While walking by, my foot caught the strap and slammed the camera into the tile floor. All things that would never have happened had I been using the Spider Holster.

The one thing that really stuck out was the quality of the construction. It would make sense since we are entrusting our most expensive asset to the holster. It has to be able to support the weight without risk of dropping. The belt, holster, and locking system are all top-notch, and I would trust my most expensive equipment to the belt.

The Spider Holster will change your shooting workflow, allowing you to free up your hands and free us from those awkward upper-body contortions we have all become so accustomed to.

It's without a doubt one of the most effective holster systems on the market, and it's even extremely comfortable to wear.

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WATCH NOW

The photo-booth craze is taking over the country. Every bride I run into wants it in one form or fashion. We have tried everything from studio strobes to kit booths, and there was always something missing: ease of use.

Tether Tools has the answer. VuBooth offers a quick, easy, and inexpensive way to create a photo booth for any event. It's a modular system that's easy to transport and works with a tripod.

The kit includes a mount for your monitor, a magic arm to position your camera quickly and easily, a pro clamp, and a camera platform to secure your camera.

Use your existing camera equipment and get your photo booth set up now.

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| TETHER TOOLS



| Lowepro Pro Roller x200 |

This camera bag is a professional studio on wheels that comes with a limited lifetime warranty. The x200 is easy to work out of, fully customizable, and great for the traveling photographer—the Reserve Pack even unzips into a backpack from the rolling case!

| Sima |

Ultra Bright Video Light SL-20LX

This rechargeable video light comes packed with 36 LEDs that don't get hot, and is shoe-mount compatible with all professional and consumer camcorders as well as DSLRs. It is perfect for on-the-go photographers and cinematographers who need a lightweight option for gorgeous lighting.

| SpyderLENSCAL |

CreativeMotionDesign specializes in portfolio website designs for photographers. It offers HTML5, Flash, unlimited pages, easy content management, a splash page, HD video pages, and a built-in photo cart.

| ColorMunki |

It's crucial to work with a correctly calibrated monitor. ColorMunki provides creative professionals an all-in-one solution to color control and creation that can easily meet the specific needs of your daily workflow.

“ACCESSORIES
O
RIZE.”

(JAZZ-HANDS!)

RENTAL

We have all been there. Whether it's an emergency or just wanting to test some new products before you buy, renting is a great way to gain access to gear, might normally be out of reach.



This company, founded in 2006 by Paul Friedman, is no stranger to making things happen and providing amazing service. I have known and worked with them for the past three years, and am proud to say I knew them when. See, this is a business that was started out of Paul's spare bedroom and fueled with a passion to be the best!

LensProToGo is a national photo and video rental company that does things differently. It's staffed only by professional photographers, so you'll be sure to have top-notch customer service—and a fun conversation.

They ship anywhere in the U.S., and two-day shipping is included with every order. No gotcha pricing! All orders also ship in Pelican cases. Nothing but first class for their glass.

Truth is, I started renting a few years back when my business grew to a point where I needed extra equipment for my second shooters, my weddings, my video jobs, etc. It just didn't make sense for me to buy new gear when I might only need it for a weekend or two.

Another brilliant strategy, if I do say so myself, is I typically rent gear before I buy it. This lets me get my hands on it for a few days to play with it before I make a major purchase. Try before you buy.

LensProtoGo is currently rolling out an iOS app that allows you to check out gear prices and rent right from your iPhone or iPad. It doesn't get much easier to get gear in your hands and be completely prepared for your next event.

GET 10% OFF ANY RENTAL USING THE CODE "MAGAZINE" (Expires 10.31.2013)

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WATCH
NOW

EDITOR'S PICK

If you live in Southern California, Samy's is a name you likely know and trust. It's been around for 37 years, which is no small feat, and is the ultimate resource for professionals and amateurs alike.

It carries an extensive selection of DSLRs, lenses, and point-and-shoots from every major manufacturer. Samy's realizes that professional photographers, amateurs, and students are always in need of the most advanced, current technology.

When you are looking to purchase equipment, you should be looking for a partner that strives to understand your business and give you the service we all demand. Samy's is up for the challenge.

[CLICK HERE TO LEARN MORE!](#)

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Pasadena, CA 91106
(626) 796-3300

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Santa Ana, CA 92704
(714) 557-9400

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SAN FRANCISCO

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San Francisco, CA 94103
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SHOP ONLINE OR BY PHONE:

www.samys.com
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| B&H |

B&H started out in 1973 as a small photography shop on 17th Street in New York City, and went on to become a major supplier of photo, audio, and video equipment to the industry, with a strong Web presence and huge Manhattan storefront. Pros and amateurs around the world use B&H, which has its own team of in-house experts available by phone call, a click of the mouse, or a personal visit.

| Adorama |

Adorama is a large New York City-based retailer that's been supplying the industry from its NYC storefront for 30 years. The store promises to always have in stock "the must-haves, the smart add-ons, and the unexpected surprises." It has a large rental and used department, as well as experts to help you find what you need both online and in person.

| Borrow Lenses |

Borrow Lenses offers a wide range of photography gear for sale and rental, from lenses to underwater photography housings and everything in between.

It boasts locations on both coasts (San Francisco and Boston), and offers a 10 percent membership discount on rentals. The shop makes renting easy with its credo of "Shop, ship, shoot, send back."

| Dodd Camera |

If you're based in Ohio or Chicago, you're familiar with Dodd Camera, founded in 1891 in downtown Cleveland. Dodd has locations across Ohio and one in Chicago. The family-owned chain offers a huge selection of gear for sale and rent, and is known for its friendly customer service.



I love PhotoBiz because they understand the importance of our visual world and have created endless resources that make my websites match the direction I am taking my business. My first PhotoBiz website did so much for my business, I now have seven sites.

- Blair Phillips

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