

# September 2024

## Newsletter



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### End of Summer always means the PNE!

Nikon Z8 + Nikon Z 180-600mm f5,6~f6.3 VR, 1/400 sec, f8, 800 ISO

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**Back to School at Beau • Super good deal on Fujifilm GFX 100S and GFX 50SII Kit • New seamless paper colours - and a way to keep them clean**  
**New in Rentals - Profoto Fresnel Small • The Olympus G2 Camera • Renaissance Albums**

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# It Is September Once Again, And That Means Back To School.

## Back to School Sale!

on select items with  
student ID



universal tank  
ilford paper      ilford hp5  
print file      beseler binder

# 10% off

Students sharpen your lenses and get ready for a new year! Beau is here to help you get the best out of your education by making sure you have the right equipment and supplies for your photographic style. Come in and talk to us about your interests and needs, and bring along your school supply list!

If you are a student enrolled in an accredited secondary or post-secondary institution, especially if it's a photography program, then you may be able to take advantage of student savings from many manufacturers that we deal with, as well as some savings from us as well! See this updated posting here for more info, and for links back to manufacturer's websites for more info...

<https://www.beauphoto.com/student-savings-at-beau-photo/>



# Digital Mike M.

Fujifilm GFX 100S

**ON SALE!**

Fujifilm GFX 50S II Kit



## Fujifilm Medium Format

We have our final two open-box (but in pristine shape – never rented or even shot with, just looked at) GFX models at some great prices, since they are being discontinued. Please call us if you'd like details, but both are significantly discounted and ideal for those who don't necessarily need the very latest and greatest, especially since they are both still absolutely superb cameras!

The [GFX 100S](#) body used to be \$7,800 but the newer GFX 100S II is coming in at only \$6,750 so... that means some aggressive sale pricing on the old model! Current regular sale pricing is \$5,950, a whopping \$1,850 discount but... since our last unit is an open-box, we are dropping that down to \$5,260 for a GFX 100S, which is a savings of \$2,540!

Here is a review with many samples: [Tested! Fujifilm GFX 100S Body](#)

The [GFX 50S II Kit w/GF 35-70mm f/4.5-5.6 WR zoom](#) was \$5,625, on sale for \$4,675 but as an open box, it's now \$4,125 for the GFX 50S II w/GF 35-70mm, which is a savings of \$1,500!

A brief review with some samples: [Tested! Fujifilm GFX 50S II Kit w/GF 35-70mm](#)

Keep in mind that the sale pricing only lasts until September 8th, and we only have one of each at those prices.

## How to Decide...

So, the question is: should you go with the latest and greatest, at least for the 100 megapixel model, or should you save nearly \$1,500 and buy the previous generation? Then, as far as at the GFX 50S II... well that sensor is going away entirely, so if you want a 50MP model since you may not need 100MP, or maybe you want the reliability of contrast-detect AF for static subjects (landscapes, cityscapes, architecture, product, static portraits)... wait, what? Reliable? Yes actually... okay, let me explain that before I get into the differences in the GFX 100S series...

The 50MP medium format sensor has been used in all of the GFX 50 series models (GFX 50S, GFX 50R, GFX 50S II) and it does not include any "phase-detect" pixels, so autofocus with those cameras is performed purely with a rapid contrast-detect "shuffle", quickly moving the lens back and forth to determine at which point the area under the focus point has the highest contrast, and this is how the camera determines when that point is at its sharpest. Phase detect autofocus works by comparing the light coming in from two different directions, using right and left partially masked pixels, and then using the phase difference to calculate where to position the lens' focus in one rapid movement.

Phase detect AF is far faster than contrast detect (nearly instant, versus maybe a 1/3 to half a second -or so- for a contrast-detect shuffle), but phase-detect can be prone to errors in some situations (repeating patterns for example) and can be fooled, resulting in mis-focused shots. I have seen phase detect AF errors crop up on all modern digital cameras I have shot with over the years, including Nikon, Canon and Fujifilm. On the other hand, my original Fujifilm X-E1 (also contrast-detect only, like the GFX 50S II) was the most reliable camera I had ever used for static subject focus accuracy. In scenarios where you need the most accurate AF, and speed is not an issue, then I would actually prefer contrast-detect AF and personally, I wish one could turn off phase-detect AF on any mirrorless camera when speed is not an issue.

Some manufacturers use a hybrid system for single-shot AF, doing the bulk of the lens AF movement with a rapid phase-detect calculated shift, then performing a rapid, tight, contrast-detect shuffle (much faster than a full contrast-detect shuffle) to confirm or fine tune the focus. This gives the best of both worlds: single shot AF that is essentially as fast as a pure phase-detect system with the pinpoint accuracy of a pure contrast-detect system. Personally, I wish Fujifilm would adopt this strategy for single shot AF as well, presuming it is not patented (or license the patent)...

As much as I like contrast-detect for static subjects, on the other hand if your subject is moving (sports, wildlife, dynamically posing models, runway fashion, dancers, cars, motorcycles etc.), for those subjects your keeper rate with contrast-detect AF would be depressingly low. For those types of shots, phase-detect AF is an absolute must

since even if you only get 6 or 7 out of 10 keepers, that is far better than maybe 1 out of 10 if relying on a contrast-detect system.

Of course there are tricks that photographers have learned over the years, those that worked with manual focus cameras. Simply anticipate and pre-focus where you want to capture your subject, and when it arrives at the spot, shoot! Sure, you might only get one shot that way, but if you time it right, it'll be a keeper, and that's how film photographers worked for decades. You can also zone-focus, set a distance, then choose an f-stop which gives some workable depth of-field around the plane of focus, which is often how one would do street photography back in the day. That said, if you are planning to shoot with a 50mm f/1.2 lens wide open (or a Fujinon GF 80mm wide open at f/1.7), well that trick won't yield many keepers at all! However, take a 35mm prime set to f/8 (or a Fujinon GF 45mm lens set to f/11), as an example, and that could well work for you. Digital cameras are so good these days at higher ISOs that would still be able to get sufficiently fast shutter speeds even if shooting at f/11. Of course the reason I mentioned all that, is that those manual focus tricks to capture moving subjects will work just great for a slow-to-focus contrast-detect Fujifilm body as well. So... if you don't need 100 megapixels and primarily photograph static subjects, the GFX 50S II kit might be quite an affordable way of getting that medium format look. Now that my contrast-detect/phase-detect rant is over, on to the GFX 100S...

As far as the GFX 100S versus the GFX 100S II... well the new version II does have a better EVF (slightly higher resolution, refresh rate and magnification), a faster processor with more effective subject-recognition AF tracking and face/eye detection, and the II can now capture stills at 7fps and not just 5fps. The 100S II also has far more video options and tools, and far better AF during video capture, less rolling shutter, as well as an IBIS system rated for 8 stops instead of 6 stops, although heck, I could already handhold 1/2 second exposures on the GFX 100S - see my review and image samples linked above. So... despite a number of improvements, if you are shooting mainly static subjects and not doing much video, the new camera might not be worth the extra money. Image quality, while said to be ever so slightly better on the new version, is going to be basically the same for the vast majority of real world shots. Sure the new EVF is better, but the GFX 100S EVF is pretty darn good too! We do have a rental GFX 100S you can check out, should you wonder about its EVF...

So there you have it, a quick recap of the previous models to try and help you decide which direction to go. Spend more on the latest and greatest, or save some money and buy a very competent last-generation model? Personally, I am a bit sad the 50MP series is going away actually, since I too had been potentially interested in a GFX setup (I was seriously eyeing the GFX 50R and actually liked the fact that it was only contrast-detect), but I suppose that with 35mm full-frame digital cameras already

hitting 60 megapixels, and many models from both Canon and Nikon being at 45MP, it probably makes more sense for Fujifilm to standardize on the 100MP sensor for their medium format cameras.

So... if you are interested in a great deal on either of those two open box GFX cameras, don't delay! There won't be any more stock coming!

There are rebates on Canon, Nikon, Sony and Fujifilm this month. Check the [post on our website](#) to see all the current rebates. Below are a few you might find interesting...

Canon EOS R10 Kit w/18-45mm STM  
Sale - \$1,199 SAVE \$230! Reg. \$1,429



Nikon Z7 II Body - \$2,999  
SAVE \$1,000! Reg. \$3,999



Sony FE 70-200mm f/2.8 OSS G Master  
OPEN BOX SPECIAL - \$2,000  
(normally \$2,699)



Canon PRO-300 13" Printer - \$999  
Reg. \$1,249 - SAVE \$250



Don't forget about our try before you buy program! Try something out that is available in our rental department before you decide to buy. If you love it and decide to buy one within 30 days, you can receive up to two days off of the rental cost as a credit toward the purchase. Ask us for more details and if restrictions apply.



**ATTENTION TEACHERS & STUDENTS!**  
SAVE on your Camera Gear anytime by joining the  
FUJIFILM Education Program

The FUJIFILM Education Program gives qualifying applicants exclusive discounts on FUJIFILM products, offering huge savings. To take part, you must be a full-time student or faculty at an accredited college, or university in Canada

If you are currently a teacher or enrolled as a full-time active student in a post-secondary program you can get great savings on FUJIFILM cameras and lenses.

Our program has been simplified, to better serve you! Here's how it works:

- Students or faculty members **save \$100.00 retail savings** over the regular price OR promotional price being offered at the time on every GFX and X-Series camera.
- Students or faculty members **save \$75.00 retail savings** over the regular price OR promotional price being offered at the time on every GFX and X-Series lens.

For more info, see...

<https://www.beauphoto.com/student-savings-at-beau-photo/>



Beau Photo is a Fujifilm Education Program authorized reseller and can help students and faculty with their camera and lens purchases!

# Pro Sales

Ken S.

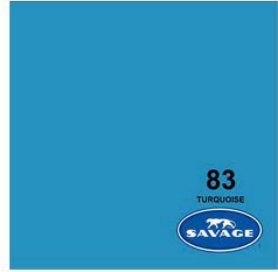
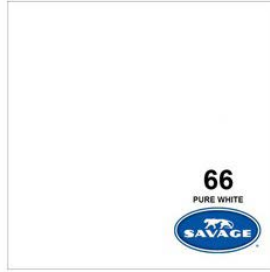
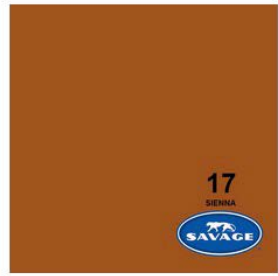
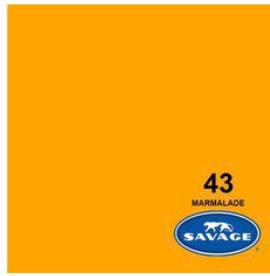
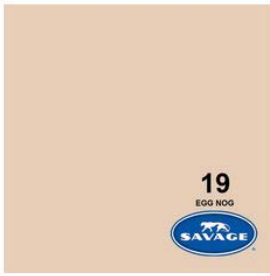
## New for your Studio!



Beau Photo now has a few new items for the studio that I want to share with you. Along with the BD seamless backgrounds you have come to know, we will now be selling Savage seamless backgrounds. Some of the colours have the same name, but many have different names for the same colours. For example, BD is Aqua and Savage is Baby Blue, BD is Cactus and Savage is Olive Green, but they are the same colour. While BD Black is also Savage Black and BD Super White is the same as Savage Super White, one thing you might find confusing is that BD's Seamless White is more of a milky colour, and Savage's Seamless White is more of a creamy colour, so, we have listed them separately by manufacturer.

We also have added some new seamless paper roll colours to our inventory, so now your available colour palette is even larger. With this recent change in distributorship, we can get some colours we were not able to bring into Canada before. We are now happy to offer Egnog, Marmalade, Sienna, Pure White, Savage White and Turquoise to the already large selection of colours we stock in both 9ft x 36ft (2.72M x 11M) and 4.5ft x 36ft (1.35M x 11M). As well, it will now be much faster to bring in 7ft x 36ft (2.18M x 11M) seamless rolls, with a 9 to 14 day (on average) turnaround time. But as always, if you can't wait, we can cut a 9ft seamless to your desired size for a small fee.





See the full range of seamless paper backdrop colours on our website - <https://www.beauphoto.com/product-tag/seamless/>

## Keep Those Seamless Backdrops Clean!



Related to the news about seamless paper rolls, we are now selling a product to extend the use of your seamless backdrop - the Studio Saver - Studio Mat. This ingenious new product is designed to help keep your seamless paper backdrop clean by preventing shoe print marks on the backdrop. The Studio Mat is a 23.5 x 17.5 set of 30 sticky layers of material that trap the dirt from shoes, so when your talent walks on the paper backdrop, their dirty shoe prints don't transfer to the paper. Once the

layer is used up and no longer effective, you just peel off the layer and recycle it where possible. It is very cost effective at \$55.95 for the 30 sheets. It is also a great idea for studios with built in coves to keep them clean. You will spend less time repainting the cove, unless you just love rolling out a fresh coat of paint weekly!

<https://www.beauphoto.com/product/studio-saver-studio-mat/>

# Rentals

## Jason K.

### **\*NEW\*** In Rentals Profoto Fresnel Small

Profoto has just recently introduced the Fresnel Small, which has a 200mm wide lens, designed for use with both domed ProHeads and flat front monoheads (except for the A-series). This new medium sized Fresnel lens attachment can give you a crisp, clean light beam to give you that classic cinematic look to your images. The Fresnel Small also has an integrated iris so you can change the diameter of the light beam and throw the light over longer distances or get sharp contrasts.



\$45/Day or Weekend.



# Analogue Thoughts

## Marley H.

### The Olympus XA

The Olympus XA is a compact 35mm film camera that has generated a huge dedicated following since its release in the late 1970s. Known for its innovative design and high-quality optics, the XA is often praised for its portability and ease of use. The XA is remarkably small for a camera that uses 35mm film. It features a sleek, pocketable design, making it ideal for street photography and travel. The camera has a sturdy build, with a plastic body that feels solid in hand. While it's not weather-sealed, it can withstand everyday use.



We have one available at Beau for \$320

<https://www.beauphoto.com/product/used-olympus-xa-w-a11-flash/>



# Film Thoughts

Boris R.

## Nikon S2 Rangefinder



This month we've got the gorgeous and rare **Nikon S2 Rangefinder**, along with the Nikkor-SC 1.4 50mm lens to find your range. Released seventy years ago, it was Nikon's answer to the esteemed Leica M3, with over 56,000

sold during its production. The Nikon S2's bright viewfinder, 50mm frame lines, and eccentric features make for one unique shooting experience. Rather than rotating the lens, focus with its small metal dial on the top of the camera, right beside the shutter button, making it easy to compose portraits vertically. The S2's rangefinder system allows for precise focusing, even in low light conditions. Today, the Nikon S2 is a sought-after classic, beloved for its unique design and the important role it played in the history of rangefinder photography.

We've got one on sale for \$1,100, CLA'd and film tested, so come by and take a look before it's gone. <https://www.beauphoto.com/product/used-nikon-s2/>

# Albums and Presentation

## Meghan S.

### Wedding Season Happens All Year!

The busy shooting season for weddings is drawing to a close, but for photographers the work never really ends. Now the editing and curating of images begins! What about a photo book? Do you offer photo books to your clients as a keepsake of their big day? Renaissance Albums supplies beautiful high end custom albums with a huge variety of cover options and styles. With almost limitless possibilities on how to customize your clients book, there is certainly something for everyone to match their theme. Email [albums@beauphoto.com](mailto:albums@beauphoto.com) to learn more about Renaissance Albums and visit our website here: <https://www.beauphoto.com/albums-and-presentation-products/renaissance-albums/>

Sample albums are available in store. Book a viewing session now!



# Scanning Services

**Get your prints, negatives, and slides scanned so you can share the images with friends and family.**



**Do you have boxes and albums full of old photographs? We now offer a scanning service brought to you by Photo Expert Scanning. This great new service is a low cost approach that delivers quality images suitable for printing up to 12x18 inch sized prints.**



- **All scans are jpg format**
- **Print scans are all 300 DPI. 600 DPI is available on request**
- **35mm scans are 2000 x 3000 pixels.**
- **With a properly exposed, sharp image, scans can easily be printed to 12 x 18 inches.**

[www.beauphoto.com/scanning-services](http://www.beauphoto.com/scanning-services)

**Get 10% off archival products with any scanning order! Ask us for details.**

**Note: this is not an in-house service and takes approximately two weeks from drop-off to completion.**