



# the Viewfinder

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Officers may be contacted via the link in: [www.syossetcc.org](http://www.syossetcc.org)

## Polaroid - who?

*Al Herbst*

From fame and fortune to failure .... and fade out - - - Some of us will remember the first 'instant photo' camera - a Polaroid. This marvel came out in 1948 and revolutionized (or planned to) the entire photographic industry.

Edward Land, a drop out from Harvard, founded Polaroid. Edward Land at the time would have been considered the 'Bill Gates' of his time. Both were college dropouts. They both reached worldwide name recognition that was linked to their product and company they founded.

In the late 1960's and 1970's Polaroid stock was considered a "Nifty Sixty" - this was a short list of some sixty stocks that were meteorically flying high. They led the stock market boom for this era. (As a side note, I wonder what happened to the other 'fifty nine' stocks that were on this list. It would be interesting to follow up on them and see how many are still around, this at another time.)

The world loved these new 'instant picture' cameras. In the 1980's this was a \$2,000,000,000.00 (that is \$2 Billion Dollar) a year market. Remember, this was in 1980 dollars, what does that equal in today's dollars!

Kodak tried to get into this market, and was a minor player with their version of an instant camera. A major law, suit ensued that was won by Polaroid on patent infringements, etc this put Kodak out of the instant photo business, costing them many millions of dollars. Not only was Kodak required to pay all this money to Polaroid, they had to stop producing the cameras as well as buy back from the public any and all Kodak instant print cameras since the film would no longer be available..

Fast forward - - in 2002 The Polaroid Corporation filled for Chapter 11 protection.

In the broad sense, this company's products were the digital photography of their time... After bankruptcy, Polaroid was acquired by a financial interest and through a series of licensing arrangements began selling many products under the Polaroid name. Namely, DVD players, digital cameras, digital printers, flat screen TV Panels, etc.

## PROGRAM 2008

Breakfast and field trips every Sunday starting at 8 AM at the Plainview Diner.

Meetings are at the Old Bethpage Community Center on Haypath Road, 7:30 PM

November

6<sup>th</sup> Critique

13<sup>th</sup> Competition judged by

Andrew Kurchey

20<sup>th</sup> John Brokos- "Looking Back; My Memories as A Photographer"

December

11<sup>th</sup> Competition

18<sup>th</sup> Ivan Rothman- Creatures Large and Small

January 2009

8<sup>th</sup> Competition judged by Pat Walsh

15<sup>th</sup> William Grabowski- Photomontaging and Collaging

22<sup>nd</sup> Theme Competition- "Abstract"

February

12<sup>th</sup> Competition judged by Leon Hertzog

19<sup>th</sup> Allan Kessler- Selection Quality Media To Showcase Your Photographs

26<sup>th</sup> In house presentation TBA

March

12<sup>th</sup> Competition judged by Ken Bausert

19<sup>th</sup> Theme Competition judged by Bill Grabowsky

26<sup>th</sup> In house presentation TBA

In March of 2008, it was announced that by the end of this year Polaroid will discontinue the manufacture of their consumer as well as their professional instant film, closing their plants. And so, another comes to an end!

## Looking For Quality?

**Leica S2-** Leica seems to have been dragged half heartedly into the digital age but not for long it seems. In a recent press release, the venerable camera maker stated its intention to go after the high-end market in classic Leica style.

“LEICA S2 - Remarkable new camera from Germany redefines the professional DSLR class with a custom 37.5-megapixel, 30x45 mm sensor built into a 35mm-sized body.”

This is not a camera that is the result of incremental change. It was designed from ground up to offer medium format quality in a 35mm SLR like body with a sensor that is 56% larger than “full frame.”

I wouldn't rush out to buy one just yet unless you are ready to spend about \$25,000 on the body and a so far unknown amount on lenses, which are being made specifically for this body.

This camera seems to emphasis the question, how much is enough? Anyone who has owned a Leica camera knows that it's not just image quality- just like a Rolex is not a Timex.

## Sony Alpha 900-

In past issues of the viewfinder, I have commented on Sony as the manufacturer to watch as the most viable competition for Nikon and Cannon. Now Sony has released the newest member of its Alpha series, the A900. the A900 is a 24 megapixel, full frame DSLR body for \$2,999.



We will not list all the features, but some of the improvements over the Alpha-700 are Dual processors, all magnesium alloy construction, 9 point AF with 10 assist points for Wide AF mode, 100% viewfinder coverage, Improved noise reduction, D-Range Optimizer function, and improvements in sensor design.

## Exhibits

If you have not been to the Bethpage Library to see the exhibit, plan to drop in before the end of the month. Those who showed up to help did a great job, especially Aileen and Gerry.

Speaking of exhibits, Robert Glick's show and sale at Rachel's was well attended and we hope that he was equally successful in raising money for his charity.



## Call for Articles

The Syosset Camera Club is fortunate to have a large number of talented photographers and I'm willing to bet some of you are even able to write. The Viewfinder is always open to publishing articles about photographic topics, comments and even criticisms. Please consider this your invitation. Just email your submission to [barry.goldstein@yahoo.com](mailto:barry.goldstein@yahoo.com). Publication is guaranteed.

**New Members**  
The Syosset Camera Club welcomes John Mussolini as our newest member

## PFLI Photo Class Schedule for 2008-09

The new line-up of PFLI classes has something for everyone. All classes are free at the **Bethpage Village Restoration**. There will be a \$20 gift certificate door prize after each class.

November 7- Introduction to Photography, Panel discussion- buying a camera, resources for learning, photographing family and friends, scenics, printing options, camera clubs

January 16- Getting Confident with your Camera, Technical aspects of the camera, what all the buttons are for

February 20- Exposure/Lighting – Histograms, White Balance, RAW vs. JPEG- Impact of light, proper exposure, using flash, reading a histogram

March 20- Composition- Includes selection of subject matter and lighting

April 3- Photoshop Basics- Learning the tools of Photoshop and what the program can do, how to use it to enhance your photos

May 1- Advanced Photoshop- Layers, Adjustment Layers, Filters, Masks and Advanced selection

June 12- Creative Photoshop- Unleashing the power of Photoshop to create exciting and different images

## The Cure for Schlepophobia



The paradigm of the DSLR has been characterized by a continuing array of new lenses and accessories of increasing power and in most cases, increasing weight.

In the film era, we could judge the quality of photographic equipment partially by the material it was made from and its heft. This is no longer the case. There is no relationship between weight and quality. Of course a 500mm f2.8 is going to weigh a 'ton' because of the reality of that much

A word of appreciation is in order for Carole Greenberg for the donation of her Sunpak ring light that sold for \$33 on eBay with the proceeds going to the SCC..

glass in one place.

Advances in materials and design have helped to moderate the weight problem but not nearly enough for the photographer who needs to be part pack mule in order to have all of his tools in the field.

Dramatic improvements in the electronic viewfinder (EVF) camera appear to be creating a new paradigm. One such camera is the new Panasonic Lumix G1. This innovation approaches the problem of size and weight by eliminating the mirror and prism and their associated mechanism. Early EVF cameras suffered by having jerky, grainy, black and

white displays. Improvements in computer and display technology have eliminated these drawbacks. If your view through the finder of an EVF is indistinguishable from that of an SLR, there is no longer a rationale for the optical complexity of the SLR finder system. Additionally, scaling down the size of the camera body makes for the ability to design smaller and lighter lenses. By the way, an EVF can give you a bright image in dim light, something that is not possible with an SLR. Lenses for the G1 and cam-

## Oct. PFLI Competition Results

### Color A

Marty Silverstein	Hey What about Me	26
Robert Glick	Snow Leopard 3	26
Gerald Harrison	Flaming Purple	24
Bill Bowie	Model Series 2	23

### Color B

Dennis Madigan	Last Chance	23
Maylan Monahan	Work at the Bridge	23

### B&W A

Robert Glick	Baboon 3	27
Marty Silverstein	New Tower Site	26
Alan Agdern	Brooklyn Bridge at Night	23

Clem Kleinmann	Leading the Way	23
Alan Ross	Ram Through	23

### B&W B

Valerie DeBiase	Americas Roof	23
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### Digital A

Gerald Harrison	Long Beach 01693	24
Marty Silverstein	Squabbling Skimmers	24
Robert Glick	Gator Board	23
Jules Weisler	Red Camellia	23

### Digital B

Sunil Chhatpar	Sapna	23
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eras that succeed it, will be much smaller and lighter than those of any current SLR.

The big SLR manufacturers have a lot at stake in keeping the SLR paradigm alive in the high-end camera and lens market. For that reason, I believe that development of professional level EVF cameras will continue in the hands of electronic inno-

vators as opposed to the Cannons and Nikons of the world. But make no mistake about it. Progress cannot be stopped and any technology that reduces cost and weight without sacrifice to quality is innovation that will become mainstream. On the other hand, lens makers such as Tamron and Sigma will have a renewed opportunity to make lenses for these new cameras.

## Oct. Competition Scores

### B&W PRINTS - A

Silverstein, Marty (POM)	10
Glick, Robert	9
Goldstein, Barry	8
Herbst, Al	8
Kleinmann, Clem	8
Patwa, Ramesh	8
Schmidt, Bill	8
Weisler, Jules	8
Scheinerman, Ira	7

### B&W PRINTS- B

Adamo, Bette (POM)	10
Agdern, Alan	9

### COLOR PRINTS- A

Goldstein, Barry (POM)	10
Markewitz, Moshe	9
Patwa, Ramesh	9
Silverstein, Marty	9
Ettinger, Burton	8
Kleinmann, Clem	8
Kleinmann, Sarah	8
Klosner, Irv	8
Scheinerman, Ira	8
Schmidt, Bill	8
Starling, Edward	8
Greenberg, Carole	7
Volin Linda	7

### COLOR PRINTS- B

Madigan, Kerrienne (POM)	9
DeBiase, Valerie	8
Herbst, Al	8
Kleinmann, Sarah	8
Weisler, Jules	8
Ettinger, Burton	7
Kirschenbaum, Frank	7
Volin, Stanley	7
Adamo, Bette	6

### PROJECTION- A

Weisler, Jules (POM)	10
Harrison, Aileen	9
Goldstein, Barry	8
Goldstein, Carol	8
Harrison, Gerald	8
Kleinmann, Clem	8
Markewitz, Moshe	8
Silverstein, Marty	8
Bowie, Bill	7

### PROJECTION- B

Sterman, Fred (POM)	9
Volin, Linda	8
Ferrara, Chris	7