



You'd Better Read Me News

October 2007

Here is the October ATX Bulletin. Normally we put out the bulletin the week before meeting. However, Lynette and I are taking a special trip to Vermont to take some images of the fall colors. Rather than try to outguess Mother Nature, Rick is basing the timing of this trip on the years he grew up the area around the Hudson Valley and upstate New York. He believes that third week of October, this year, is the best for the colors in the Lake Champlain area. Here's hoping he is right. For that reason, we are scheduling the ATX meeting to October 27.

Another small item. A lot of our faithful readers read this bulletin in Preview on The Macintosh. If so, you are missing out on a lot of information with the links that are in this document. Read this bulletin in Adobe Acrobat and you will find a treasure trove of links to other web sites and information that I refer to each meeting. Every time you see a red rectangle around a word or phrase, that means there is a link attached to the word or phrase. Just click once on the link. Another dialog box may come up and ask if you want to allow the link. *Click on allow* and you will be linked to the site that is attached to that link. For those who are wondering if this is normal, go to any ATX bulletin for the last few years and you will be linked to that item. Caution, some sites may have changed the link, so it may not work and you should be transported to the web site's home page. If they have not stayed up with good linking, you will get the dreaded **404** dialog box. *No Link available.*

Going to last month's bulletin will give you some really special links about the advantages of the 39 megapixel capabilities of the Hasselblad camera back.

This month's bulletin is also very large and consists of several pages. Not using Acrobat will cause you to miss a lot of special information.

Earlier this year I wrote about Software Cinema releasing their 4 DVD set with Dean Collins talking and demonstrating lighting. You have also heard me talk me about how much the late Dean Collins taught me about lighting in 1982. It opened my eyes and mind to what I had been missing for many years. Luckily, for everyone, Dean was recorded on VHS tape in the late 80's and it shows. Laugh at his clothes and some items being worn by the attendees. That's all the funny stuff you need. The six hours of these four DVD's are diamonds about lighting. I have sat through all four DVD's several times and each time I have picked up something I missed previously. I

strongly recommend you start with DVD #4 - The Basics. For more information go here: This DVD set is a dynamic course in lighting that anyone interested in advancing their knowledge must have. The full set is \$179 from Software Cinema.

Okay, so some of you may not feel that you must spend that much money. But wait, there is a lesser priced CD at \$72. Both the CD and the DVD were recorded at Brooks Institute in 1991. ***DONOT** get confused.* The CD is here: You have an opportunity to see just what we have missed with Dean's passing. There is one problem, though. If you buy the \$72, that amount is not creditable towards the purchase of the DVD set later. Dean covers a whole different set of techniques in both. Sure, they are lighting, however one is far better for learning how to set up your lights and the other is the magic that you can crate with light. Yes, I own both and am I glad I have them? You bet.

Last month we covered a lot at the meeting and I don't think we were able to devote any time to the silent auction, Yes, one person made out like a bandit by being the only bidder on Dreamweaver. This month, we will have the time to talk about a really great pair of silent auction items. First up will be the remaining **Flash 8**. This version is upgradable to Adobe Flash CS3 Professional for \$199. You can buy Flash CS3, for \$408.58 on Amazon or pay \$199 for the upgrade with this copy. Starting bid is \$40.

The next item is **ScanSnap** from Fujitsu. This is the Mac only version. What does it do? You can take almost document and scan it through this scanner. Limit the size to 8.5 X 14. Yes, it can perform this on both sides of a document while in the scanner. Yes, it also scans color. Quite nicely, too. ScanSnap creates the document as an Acrobat PDF, so it's ready to e-mail. If you want the document text searchable, you just open up Acrobat Professional and have the program perform OCR. No more re-typing or assembling and making mistakes. Currently Amazon does not have any in stock and the *newest model* costs around \$500. For the person who needs to know the model number, it is **fi5110EOXM**. The scanner is ready to go right out of the box. Starting bid is \$200.

First up at this month's meeting is **Belkin**. Sergio Vera is back and he will be showing us a lot of items from his goody bag. You might have to excuse Sergio if he seems a little jet-lagged at this meeting. He will have just gotten back from a quick trip to conduct training at a major retailer in Mexico.

He juggled their schedule and his schedule just to make this meeting. NO, he will not be able to show every item that Belkin manufactures, as it would take about three days to cover every item. However, if you go to their web site, you will be amazed at just how much technology they do cover with their complete product lines. When you go this site, just pick the category on the right side and you will get an idea of just how extensive their product lines are. How good are **Belkin** products? They make a line of UPS Battery back-ups. One of our members bought one and installed it in his daughter's room to protect her computer. One evening, in the dark of night, his daughter came and asked why the new box was making a strange noise. *It was the UPS indicating an overload.* In other words, the voltage was too high. Her computer was off so there was no apparent problem. However, he chose to call Southern California Edison. A transformer on a pole had given up and the whole neighborhood was now getting voltage that was too high. Because of the call from an ATX member, SCE was able to replace that transformer before it burned out all of the refrigerators and air conditioners in the neighborhood. Our fearless member paid a great price because he took advantage of the special discount code that Sergio gave us. We're hoping Sergio gives another deal like the last one.

Our next presenter is **Pantone**. I hear the groans already. Pantone in September announced their newest color system called the GOE System. I have to admit that when Pantone first approached Lynette and me about it, I was not exactly enthused. The more I listened and thought about it, the more excited I became. For years we used to make Pantone ink colors by the *mix and pray* method. They had so darn many formulas for mixing colors that it truly was a nightmare. Especially when the art director decided to choose a color that we had to mix inks to get near that color. Then trying to make that color in RGB was another nightmare. There was no real standard, and frankly, when Pantone first tried to sell us on their concept *use these colors to match our inks* it was a real fiasco. Luckily, Pantone went back to the drawing board and they must have started with a clean sheet of paper. *That old mix and match - maybe system* is out the window. They now have a few basic colors that can help you really mix accurate ink colors that are Pantone colors. That's for those of us who use real printing presses. For the creative side, like the rest of us, Pantone has come up with a totally new system that we can actually match Pantone colors with RGB numbers that really match and will if you use a color management system. Yes, Pantone even supplies the Huey, a device for ensuring the accuracy of your monitor. It's simple and quite quick. They have other tools to help with color matching from ink-jet printers. We won't cover them at this meeting. This is great start for a system to

help designers and photographers have great color. As the system expands, we will cover these new frontiers. The really interesting part is that X-Rite has bought Pantone. That is a business deal that has been cooking for the past two years and was announced in August, 2007. This is one of the most watched and anticipated developments that I have seen in years, It will affect how we can almost guarantee that the color of our projects will be correct.

I am really looking forward to this presentation.

For those of you who were unable to make last month's meeting, we had a great number of books for sale at fabulous prices. Most were priced at \$10. Because of the sparse turnout, we still have some books to sell. Including the Photoshopworld Workbook. As one member stated: "this version is best workbook they have ever produced. It's worth ten times the price!" We have it for only \$10! We also have some great Photoshop books, also at \$10. Unfortunately, we had only one copy of one the best, in my opinion, books written about Lightroom. *Photoshop Lightroom Adventure: Mastering Adobe's next-generation tool for digital photographers.* Most books get bogged down in details. This book gives you credit for knowing the difference between an *f* stop and a bus stop.. The best features I enjoy is that Mikkell gives you enough detail about each feature to let you discover just what he is talking about. There is no blather in this book. The frontispiece for each chapter has an image by one of the photographers who were part of this adventure. There are some truly great images, including the cover shot. It's available from Amazon for \$26.30 - a discount of 34% off the \$39.99 retail price. This is the book to really help you start with Lightroom.

We start on October 27 at 9:02 AM at the normal meeting place on 190th Street and Gramercy place. Still need a map? Yes, we will have donuts from the Torrance Bakery. What that means is you get all the cholesterol and caffeine you can handle for your normal monthly fee. That also entitles you to partake in our monthly raffle.

See you at 9:02. Want to get some great books? Be there beforehand. Get there early enough and you can help us get set up and find some great book bargains at the same time.

If you absolutely need to contact us after Thursday morning, e-mail us as we will have limited access to the web. Don't try phoning us as we don't and won't have access to cell phone coverage. We will be busy pedaling our buns off and taking pictures during the day and re-cooping at night

God Bless

Rick Redfern

714.840.4737

advanzio@yahoo.com