

*What's
Hot
for the
Holidays*

New Photographic Stuff for 2015

Buying Trends for 2015

- In 2009 (the year of Ritz Camera's first bankruptcy), 35 million cameras were bought in the United States. In 2014, that figure dropped to 9.4 million, and for 2015, the prediction is around 7 million, made up of about 4.5 million fixed-lens and 2.33 million interchangeable lens cameras (mirrorless and DSLR cameras). And the numbers keep dropping from there, according to research firm IDC.
- Given this radical decline – due to consumers' shift to the smartphone for casual photography – it's amazing that so many camera companies are still in business. Those still standing have confronted the new norm and continue to introduce cameras geared for people who want to go beyond what smartphones can deliver in image quality.

Trends for 2016

★ ***Point-and-shoots are heading for extinction!***

- This isn't a shocker, but the era of cheap, aim-and-forget digicams is nearly over. Who wants to carry a second device when smartphones – the ones you carry with you at all times – take “good enough” stills and video for most people?
- At 2014's Photokina trade show in Germany, there were very few “snapshot” point-and-shoots from the majors manufacturers – expect them to go the way of the dinosaur (or Ritz Camera).
- Given that the emphasis by well-known companies this year (and into the future) will be on large-sensor compacts like the Sony RX100 series, mega-zooms such as the Nikon Coolpix P900, rugged cameras, and ILCs, expect more models with larger APS-C and full-frame sensors to attract enthusiasts, as well an enhanced wireless connectivity and 4K video.

Trends for 2016

★ **4K Video**

- Given the consumer electronics industry's almost single-minded focus on 4K UHD televisions, this higher-quality video capability will be crammed into new cameras and camcorders.
- A few 4K cameras were introduced in 2015, with prices far more attractive than last year – just like 4K TVs.
- In addition, 4K video will be easier to take – you used to need an external hard drive to save 4K footage, but now you'll be able to save directly to an SD card.
- Camera makers will also make it simpler to grab a single 4K video frame as a standalone 8MP still (being called 4K Photo).

Trends for 2016

★ ***Faster (and more) connections***

- Almost every new camera will feature Wi-Fi and/or NFC connectivity. There will be an occasional model without wireless, but after years of watching the smartphone decimate the industry, camera makers realize it's a must-have feature.
- Expect to see cameras adding faster Wi-Fi 802.11ac, along with the usual 802.11b/g/n.
- In essence, 802.11ac is a supercharged version of 802.11n (the current WiFi standard that your smartphone and laptop probably use), offering link speeds ranging from 433 megabits-per-second (Mbps), all the way through to several gigabits per second. To achieve speeds that are dozens of times faster than 802.11n, 802.11ac works exclusively in the 5GHz band, uses a ton of bandwidth (80 or 160MHz), operates in up to eight spatial streams (MIMO), and employs a kind of technology called *beamforming*.

Trends for 2016

★ ***Faster (and more) connections***

- NFC, or near field communication, is a form of contactless communication between devices like smartphones or tablets. Contactless communication allows a user to wave the device over a NFC compatible device to send information without needing to touch the devices together or go through multiple steps setting up a connection.
- Helping speed-up downloads between devices will be the addition of USB 3.0 outputs, once only found on the most expensive DSLRs.

Trends for 2016

★ ***Smartphone capture keeps improving***

- Of course, the 800-pound gorilla in the digital imaging room is the smartphone.
- Expect many improvements to their cameras as new models cycle through: more megapixels are a given (20 megapixels and more) as is 4K video, larger sensors, and RAW (uncompressed) and HDR (High Dynamic Range) capture for stills and videos.
- Also, expect lens breakthroughs as well, with optical zoom capability (which will surely kill off the compact digicam sector even more quickly).

Trends for 2016

There is good news ... really!

Now that the big camera companies realize casual photographers are quite happy with their smartphones, they are concentrating on making terrific cameras for people who really care about image and video quality!

Canon



Canon M10

Canon M10

- Only 4.25 X 2.6 inches
- 18 megapixels (APS-C)
- 4.6 fps (2.2 in Servo)
- 3" Vari-angle LCD Monitor
- Full 1080p HD video; Wi-Fi
- 15-45 EF-M kit lens; EF & EF-S lenses require EF-EOS M adapter



\$500



Canon G9 X

Canon G9 X



- 20.2 megapixel/1" sensor
- 6 fps (4.3 in Servo)
- 3X Zoom – 28-84 mm equivalent
- Full 1080p HD video; Wi-Fi

\$500



Canon G5 X

Canon G5 X

- 2.4 million dot EVF
- 20.2 megapixel/1" sensor
- 5.9 fps (4.4 in Servo)
- 3" Vari-angle LCD Monitor
- Full 1080p HD video; Wi-Fi
- 4.2X Zoom – 24-100 mm equivalent



\$800



Canon G3 X

Canon G3 X

- 25X Zoom – 24-600 mm equivalent
- 20.2 megapixel/1" sensor
- 5.9 fps (4.4 in Servo)
- 3.2" Vari-angle LCD Monitor
- Full 1080p HD video
- Wi-Fi & NFC for Android devices



\$900

Canon EF 11-24 f/4L

- Ideally suited for landscape and architectural photography, this lens covers ultra-wide to wide-angle perspectives.
- One *Super UD* element and one *UD* element offer a significant reduction in chromatic aberrations while four aspherical elements help to minimize distortions throughout the zoom range and provide consistent edge-to-edge sharpness and illumination.
- Both *SWC* and *ASC* coatings have been applied to the elements in order to reduce lens flare and ghosting for increased contrast and color accuracy.



\$3000

Canon EF 35 f/1.4L

- For brilliant landscapes, portraits and close-up photography, a fast, 9-blade aperture for impressive performance in low-light conditions and beautiful, soft backgrounds.
- Canon's new *BR* optics element allows you to capture beautiful detail with minimal chromatic aberration and color fringing.



\$1800





Nikon 1 J5

Nikon 1 J5

- 20.8 megapixels 1 in. CMOS
- 60 fps (20 in Continuous AF)
- 3" Vari-angle LCD Monitor
- Full 1080p HD video; Wi-Fi
- NFC with Android
- 10-30 Nikkor kit lens – 27-81 mm equivalent



\$500



Nikon Coolpix P900

Nikon Coolpix P900

- 83X Zoom – 24-2000 mm equivalent
- 16 megapixels
- 7 fps
- 3" Vari-angle LCD Monitor
- Full 1080p HD video; Wi-Fi
- NFC with Android



\$600



Nikon Coolpix AW130

Nikon Coolpix AW130

- 16 megapixels
- Full 1080p HD video; Wi-Fi
- NFC with Android
- 5X Zoom – 24-120 mm equivalent
- Built in GPS, Maps, POI, Electronic Compass. Uses smartphone as remote.
- Waterproof (100 ft.), Shockproof (7 ft.), Freezeproof (14°F)



\$300



Nikon D7200

Nikon D7200

- 24 megapixels CMOS
- In-camera time lapse
- First Nikon SLR with NFC (Android only)
- Full 1080p HD video; Wi-Fi
- ISO up to 102,400 (B&W)



\$1100

Nikon 16-80mm F2.8-4E ED VR

- This is the first Nikon DX lens to feature an electromagnetic diaphragm, allowing users to control the aperture in live view.
- Nikon's exclusive Nano Crystal Coat significantly reduces instances of ghosting and flare for the highest quality images. The front and rear elements also integrate a fluorine coating to make it easier to remove dirt, moisture and smudges from the lens surface and has a minimum focusing distance of 1.2 feet throughout its 5X zoom range.



\$1070

Nikkor 24-70mm F2.8E ED VR

- The new lens construction is sealed and gasketed against the elements, and features a fluorine coating on the front and rear element to make it easier to remove dirt, moisture and smudges from the lens surface.
- The lens utilizes Nikon's Electromagnetic Aperture control, which allows for consistent exposures during high speed bursts of shooting.



\$2400

Nikkor 24mm f/1.8 G ED

- The latest addition to the system of Nikkor f/1.8 primes provides enthusiast photographers with a fast wide-angle prime lens that's both lightweight and affordable.
- This compact lens features ED and Aspherical lens elements for extreme sharpness while minimizing ghosting and flare, and utilizes Nikon's exclusive Nano Crystal Coat.



\$745

SONY



Sony Alpha 68

Sony A68

- 24 megapixels APS-C sensor
- Translucent Mirror Technology
- 4D FOCUS system delivers extraordinary AF performance under any shooting conditions – even in lighting as low as EV-2 where other cameras struggle.
- This phase detection system uses no less than 79 autofocus detection points including 15 cross points, plus a dedicated F2.8 AF sensor point for dimly-lit scenes.



\$TBA



Translucent Mirror Technology



Sony Alpha 7s II

Sony A7s II

- 12 megapixels Full Frame sensor
- 5 axis stabilization
- Full-frame 4K video internal recording with full pixel readout and no pixel *binning*, the world's first camera to achieve this capability.
- ISO range expandable from 50-409,600!



\$3000



Sony Alpha 7r II

Sony A7r II

- 42 megapixels Full Frame sensor; the largest backside illuminated CMOS ever.
- ISO range expandable to 102,400!
- 5 axis stabilization, rated at 4.5 stops.
- 4K video



\$3200



Sony Cybershot DSC-RX100 IV

Sony Cybershot DSC-RX100 IV

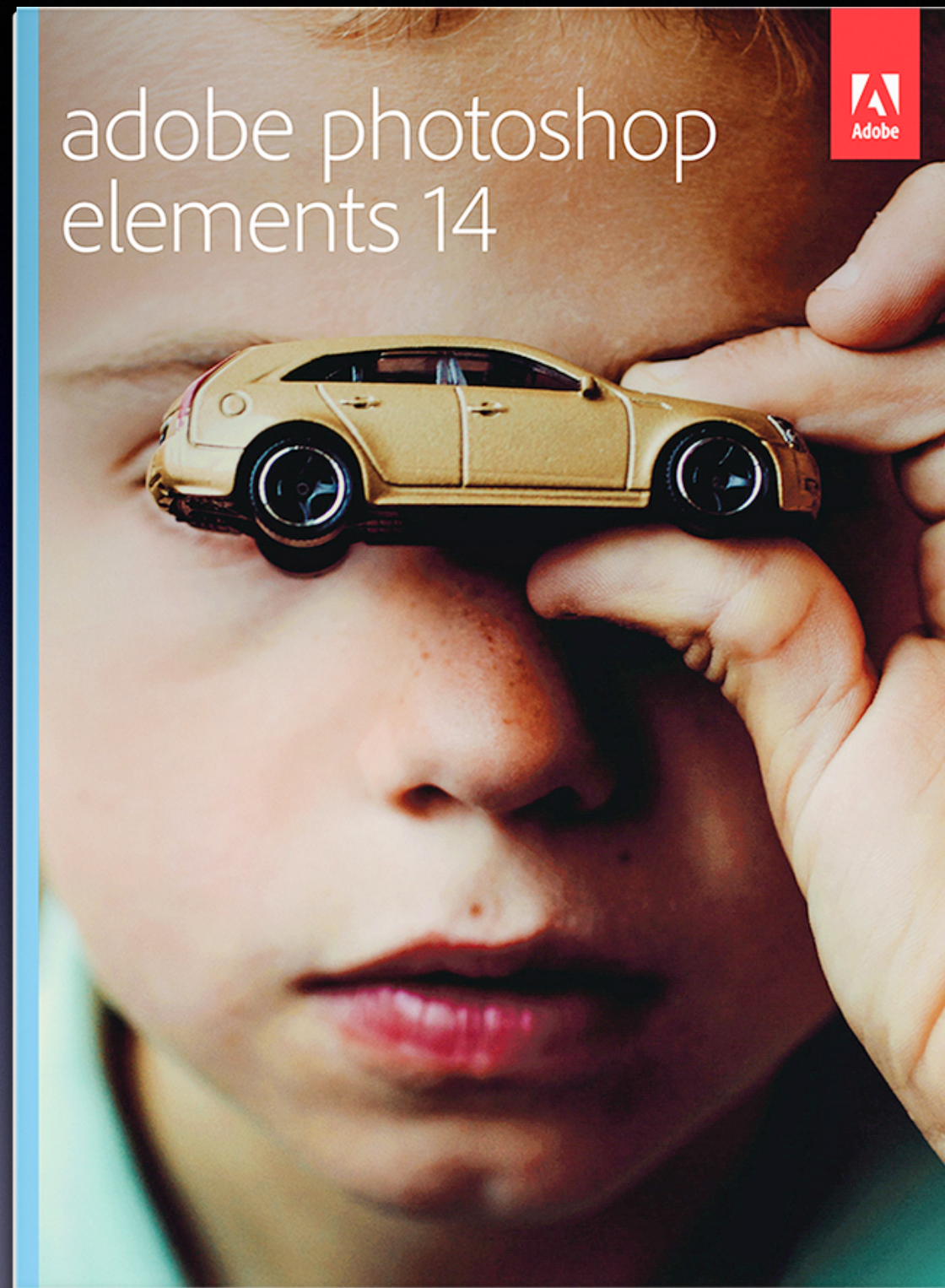
- 20 megapixels 1 in. stacked CMOS Exmor RS sensor; its stacked design frees up more space for high speed circuitry allowing for more sophisticated functions, and is a next generation of the backside illuminated (BSI) design.
- Pop-up EVF
- 24-70 mm equivalent f/1.8-2.8
- Max shutter speed 1/32,000!
- 4K video



\$400



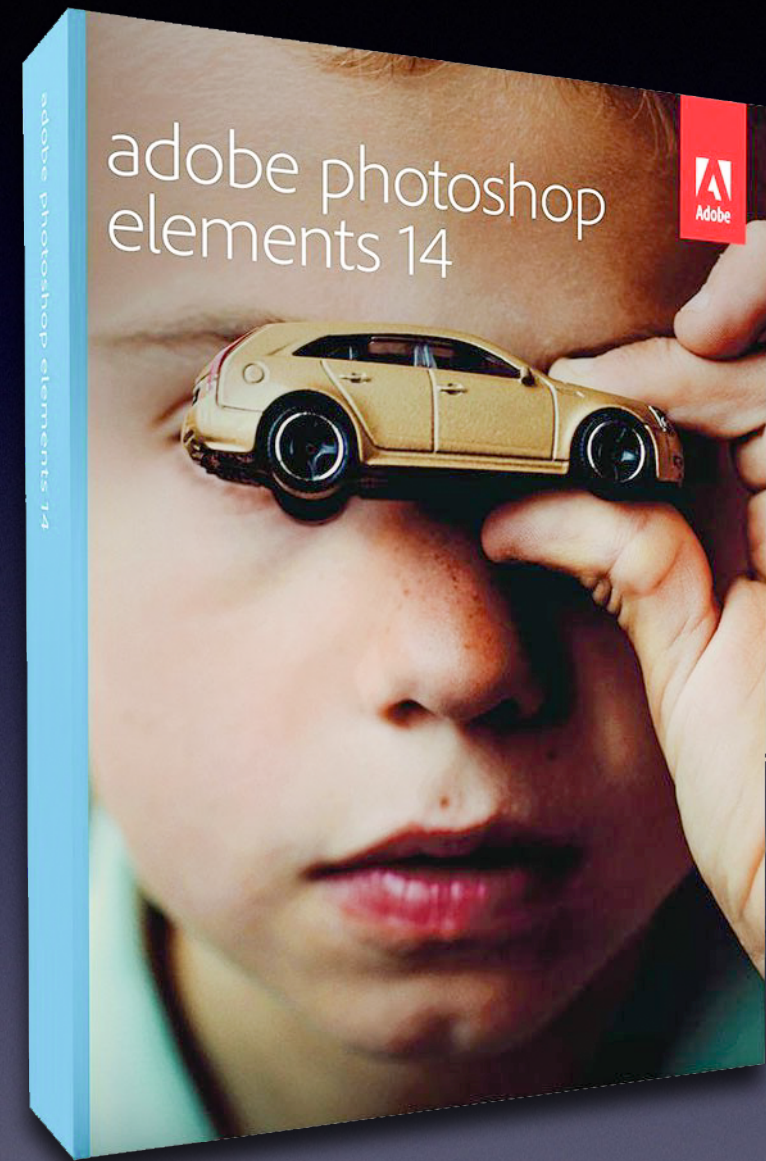
Adobe



Photoshop Elements 14

Adobe Photoshop Elements 14

- New to Elements 14 is the Haze removal command which cuts through atmospheric haze in your photos for deeper shadow detail and extra clarity; there's an auto-dehaze feature alongside the manual control that does the job with a single click.
- Shake Reduction sharpens up shaky photos, caused when the camera moves during the exposure. It can't perform miracles, but it can turn a shaky mess into something usable, perhaps even printable.
- Refine Selection brush is designed to make life easier for those who like to make complex composites and cut-outs by aiding selection of tricky edges like soft fur or hair.



\$79

