

OLYMPUS D-100 DIGITAL CAMERA



JUST \$249.99
And your first 10 digital 4x6 prints FREE, a \$10.00 value

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PICTURE CD

Reg. \$9.99 SAVE \$5 NOW



YOU CAN GET A FREE VIDEO RENTAL!

SEE OTHER SIDE FOR DETAILS.

SNAPSHOT

SO YOU HAVE A COLOR PRINTER AT HOME

With the explosion of digital photography, printing photos at home on an inkjet has become fast and easy. However, the trade-off is losing the rich color saturation that PhotoGraphics' professional lab provides.

Inkjet colors won't be as deep and bright, and the images won't be as sharp and clear. Also, the print won't last as long. But when you open your photo album in a year to see how your kids have grown, the prints from PhotoGraphics will look the same as the day you put them in. You can't get that kind of consistency from a piece of paper in your home printer.

SOME OF OUR FAVORITE WEB SITES

Brownie Camera lovers should head to <http://members.aol.com/chuck0278/brownie.htm>, which the page's author proclaims is dedicated to Brownie photographers everywhere - past, present and future.

www.manuals.com is a valuable source for many hard-to-find camera instruction manuals and other needed information related to photography. The manuals are offered as Internet downloads, which can then be printed at home or kept on the computer for future reference, or as CD-ROMs sent by mail.

FBP (For Better Photos)

PROTECT YOUR FILM FROM AIRPORT X-RAYS WITH NEW SHIELD BAGS

Airport X-ray machines have once again become a hazard for film, but there are ways to protect your undeveloped

picture. Simply put your film in a new lead-lined, yet surprisingly lightweight, shield bag from PhotoGraphics. This simple precaution can take the worry out of returning home to find your vacation photos ruined.

These new shield bags are large enough for you to also tuck your camera inside, so that an unfinished roll of film still in it is kept safe. Yet, these

bags fold into the size of a wallet - which is convenient for travelers.

If you forget to bring your shield bag with you, remember to keep any undeveloped film in hand if you check your bags before boarding an airplane. New baggage-scanning technology is currently being introduced at airports worldwide that uses a combination of X-rays and computed tomography (CAT scan) to detect suspicious packages. This will not be film-friendly, and may damage your film.

Simply put your film in a new lead-lined, yet surprisingly lightweight, shield bag from PhotoGraphics.

SUMMER. THE PERFECT TIME TO TAKE PICTURES AND TO SAVE MONEY.

ALL THIS & MORE!

Here are just some of the many services you'll find at PhotoGraphics.

CAMERAS

Buy, Sell, and Trade New and Used Camera Equipment
Digital Cameras
Video Cameras
Lenses & Accessories
Darkroom Supplies

FILM PROCESSING

The best one-hour photo labs on the North Shore
Reprints in any size from wallets to five foot posters
Complete Color, Black & White Slide Services
Custom Photo Greeting Cards
Kodak Picture-Maker
Create & Print enlargements
Photos to CDs & Disks
Photos to the Internet

VIDEO

More copies of more movies than any of the National chains
New & used movies for sale
In-Store video transfer of your home movies

FRAMES AND PHOTO ALBUMS

Thousands of frames at up to 50% off department store prices
Photo Albums
Custom Framing

PASSPORT PHOTOS

PHOTO GIFTS
Photo T-shirts
Photo mugs & mouse pads
Photo puzzles & calendars
Holiday Cards
Invitations
Announcements



Vinim Square
Swampscott
781-598-6664

Crosby's
Marketplace
Marblehead
781-639-8666

Dodge Crossing
Beverly
978-927-9997

Main Street Plaza
Gloucester
978-283-6664

News about taking, making & faking pictures
SNAPSHOT



A publication from your friends at PhotoGraphics

YOU CAN SEE THE DIFFERENCE BETWEEN PHOTO LABS

You've invested in a good quality camera. You've selected the right film or digital camera card. Yet your developed prints still come back looking washed out.

The key to ensuring that your carefully taken shots turn into beautiful, vibrant prints is the processing. You can actually see the difference between photos printed at PhotoGraphics and those printed at a drugstore or some other chain store.

PhotoGraphics uses Kodak Royal paper and chemicals and continually invests in new photo processing equipment. In fact, the Kodak paper we use is rated higher than the paper Kodak uses in its own labs. But another advantage is having a well-trained lab staff, who unlike those in a drugstore, know what a good print is supposed to look like. Our staff produces prints that are alive with rich colors and sharp images.

The key to ensuring that your carefully taken shots turn into beautiful, vibrant prints lies in the processing

Here, each individual negative, slide, print, or digital file is checked for quality control before it gets packaged. If it doesn't look good, the lab staff will reprocess it until they get it right.

A less experienced, less trained staff using cheaper paper and chemicals will run the risk of ruining your film or producing bad prints.

It seems almost everyday someone comes into one of our stores and asks us if we can salvage film they had processed elsewhere. Frequently, we can.

Bring your film, negatives, slides, and prints as well as disks, CDs, digital camera cards or digital files to PhotoGraphics. You can rely on us to always give you back great pictures.



John, Alan & Peter Veroff

CAPTURE THE BEAUTY OF FIREWORKS



From other lights, such as street lights and houses. Make sure that you aren't too close to the firing area, where the smoke can distort your shots. Set up your 35mm manual SLR camera on a tripod and attach a cable release. Set the shutter speed to the B setting. This will hold the shutter open as long as you hold the release down.

Auto Focus SLR's and digital cameras can also be used. Just set the auto-focus and exposure to manual operation, then treat it the same as manual focus SLR's. For Point and Shoot cameras, be sure to turn the flash off, set the camera to 'B' setting if available, then follow the same directions as for SLR's.

Then, point the camera toward the sky where the fireworks will be, and set your focus on infinity. Once the first round goes up, focus on it, and keep that setting for the rest of the

show. With 50 to 100 speed film, set your aperture at f/8. With 100 to 200 speed or higher, set the aperture at f/16. For single shots, unlock the cable release and expose each photo for 5-10 seconds, depending on how long the bursts last.

For a photo with multiple bursts, put the lens cap on and lock the shutter open. Each time a burst goes up, remove the lens cap and make an exposure for 5-10 seconds and then replace the lens cap after each burst without advancing the film. Don't put too many bursts in one shot. When you are finished, be sure to cover the lens before touching the camera.

And don't forget to say "ouch" and "ahhh."



The client brief from my colleague, copywriter Joey Baron of Baron & Friends, was for an unusual 2-sided, 2-color trifold brochure that would serve as an occasional newsletter and sales brochure which was to be distributed at

point-of-sale or by mail. The bright format and informal tone of the text as well as the playful nature of the typography used, made this series of publications an exception to the norm, and a pleasure to work on.



NEWSLETTER & PROMOTIONAL SALES FLYER

Kodachrome was invented by two physicists, Leopold Goddard, Jr. and Leopold Mannes, known to their colleagues as "Max and Leo". They worked at Kodak's Research Laboratory in Rochester, NY.

Kodak's "Kodachrome" was the first successful color film for both amateur and professional photographers.



HEADS & AWAY, THE BEST HEAD SHOTS YOU CAN FIND

Put your best face forward in promoting your business with a professional portrait taken at the Studio at PhotoGraphics.



Whether you need head shots for PR purposes or photos of tabletop products, our studio can provide you high quality prints with a quick turnaround. The Northshore Medical Center, local real estate agents, book authors and other area businesses all turn to PhotoGraphics for great results. With our new digital output capabilities, we can also give you photos digitally, on a disk or CD or store them directly onto the Internet.



And remember, our studio also can create treasured family portraits. From prints and enlargements to small attachments, let our Studio give your business or family the images they need.



PHOTO RESTORATION BRINGS CHERISHED MEMORIES BACK TO LIFE

Do you have some irreplaceable old photos that are a little cracked or bent? Or maybe you were cleaning out the attic and found some wonderful old family pictures, but unfortunately they are a little moldy. Want to restore them? Just bring them to PhotoGraphics. From red-eye removal to complete restoration, we do it all right here. Once the image has been restored, we'll print our new enlargements for you with the quality you have come to expect from PhotoGraphics. Don't forget that restored photos make great gifts for birthdays and anniversaries.

MOVIE LOVERS WILL LOVE www.photographics.com

Movie lovers are invited to visit the PhotoGraphics Web site, designed to satisfy all your cinema sensibilities. Search through our extensive collections of movies, DVDs and games, and discover which new releases are now out and available for rental and which ones are coming soon.

You can even sign up to automatically receive a weekly e-mail listing our latest additions. Our Web site also has some entertaining options for film fans.

Look up movie reviews, or share your own viewpoints on our message board.

Not sure what you want to watch? Let the "Movie Wizard" predict the right movie for you.

Or, create your own personal online movie diary through "Mymoviedial". You can use this fun tool to track the films you've seen, enter your own personal star ratings, and lots more.

PRE-VIEWED VIDEOS, DVDS & GAMES AT BARGAIN PRICES

Since PhotoGraphics continuously needs to make room for all the newest movies, we offer our customers a wide selection of previously viewed videos at bargain basement prices, including all the best-sellers. The same holds true for video games and DVDs. Even at these

incredibly low prices, all pre-viewed movies, DVDs and games are backed by a guarantee. How can you beat that?



SNAPSHOT

The first 35mm camera, known as meniscus camera, used 35mm motion picture film.

BUY YOUR CAMERA HERE, GET A GREAT DEAL. AND A GREAT DEAL MORE.

This is the only store where when you buy a new or used digital or film camera, you get great service, a great price, and a Perfect Price Value Package. This exclusive coupon book gives you over \$35 worth of discounts on film processing, enlargements and picture frames. Why do we

give away over \$35 in goods and services? Because we want to make sure you get you off to a great start picture taking. And by developing your first roll of film or printing your digital files for free, we can make sure you have the camera that's right for you. After all, we want you to love photography almost as much as we do.

OVER **\$3500** WORTH OF FREE STUFF!

WHAT'S THE DIFFERENCE BETWEEN 100 AND 800 ANYWAY?

FYI If your photos sometimes turn out grainy, or dark, or the colors seem a little dull, you may be using the wrong film. Use the right film for each situation and you will see an immediate improvement in your photos. But what film is right for you?

Films are labeled by how sensitive they are to light. The numbers you see on the box - 100, 200, or 400 - are called the ISO, or speed, of the film. The higher the ISO number, such as 400 or 800, the less light the film needs to make a good photo or to capture action. To achieve fine detail and rich, vibrant colors of an image, however, you should use a lower film speed such as 100 or 200. That's because of grain.

Graininess is the sand-like texture sometimes noticeable in prints and enlargements. As film speed increases, so does the size of the grain. While high speed films aren't as clear as lower speed ones, they are perfect for action shots, like your son's winning basket or your daughter's dazzling gymnastics. With lower speed films, fast action could be just a blur.

Here is a basic guide to common color print films: 100 ISO is mainly for Single Lens Reflex (SLR) cameras. It is good for landscapes and shots with vivid colors, and will produce sharp prints. Best used for bright sunny days.

200 ISO is for use outdoors, in moderate to bright light conditions.

This is good general-purpose film for SLR cameras, useful indoors or out.

400 ISO is the best all-purpose film for point-and-shoot cameras, in a variety of lighting and action situations. It is a good balance of fine grain, high sharpness and speed. In SLR cameras, this film is best for sports/action photos, and low light situations.

800 ISO a general-purpose film for point-and-shoot cameras, useful in a wide range of conditions, indoors or out. For SLR users, these films are good for extreme low light situations.

Remember, if you aren't sure which film is best for your situation, you can always ask our professional staff for help. We'll make sure you're using the film that will capture the action and give you the best pictures.

No one knows our tremendous movie selection better than our film-loving video staff. Here are some of their recommendations:

SOME OF OUR VIDEO FAVORITES!



Anne Marie (Swampy) Leslie - a great children's movie. Fern Rulien's Day Off - very funny!



Chris (Marked) Tore in 60 seconds - the hero of Nicholas Cage's 60 good cars. Inspector Gadget - A funny movie, with plenty of action.



Helen (Bevly) Pelum in Me - a sentimental, funny, feel-good movie. "Widowmaker" - a great story with a lot of action. Very entertaining.



Lisa (Louceter) Barbra Streisand in Contact - "Widowmaker" - I recommend these for married lovers.

OLYMPUS BRIO D-100 DIGITAL CAMERA
 Easy to operate and even easier to carry. The 1 megapixel (1,000,000) digital sensor lets you print or postcard size photos directly to your home while still saving space.
 • Easy Connect (E-C) function for quick and easy transfer to PC.
 • Push up to 16 photos per second - 15" color LCD monitor.
 • Includes built-in teleconverter - 4x or 8x macro (close-up) mode.
 • Multi-Frame Release with 1/2000th of light setting.
\$249.99
 First 10 digital 4x6 prints FREE, a \$10.00 value!

SAMSUNG CAMERA
EVOCIA 1700D KIT
 Reg. \$ 319.99
SALE \$299.99
 and coupon book worth \$35!
 Evocia 170-SE Maxima Zoom
 This comes in a special outfit that includes the date imprint feature, lithium battery, case, a 3 year extended warranty (total 4 years) and wireless remote.

SAVE OVER 35%
Bushnell
TROPHY BINOCULARS
 Special purchase. limited time price
\$69.99

PICTURE CD
 See how easy it is to get your pictures onto your computer. Then you can email them as attachments to all your friends. Warning: emailing photos can be habit-forming.
 Reg. \$9.99 Now \$4.99!
SAVE \$5
 Kodak Picture CD

FREE VIDEO!
 What's your favorite movie? Let us know and we'll let you have a FREE video rental when you rent one other title. We may even print it in a future PhotoGraphics newsletter!

Photographic's versatile services were always featured in their newsletter and advertising, and their personal real people approach to communications was what set their publicity efforts apart from the usual fare.

