

Dec  
2013

# The BELLOWS

*Thirty-three printers sold in a single night*

## Printer Sale Night, Huge Success

With prices like this, many EP-Sers could not resist going home without a new, top of the line, medium format, photo-quality inkjet printer!

Some went home with two, because at a sale price, after rebates of \$136 each, this opportunity was just like a Black Friday sale preview arriving at an EPS meeting two weeks early.

Wow, what a night it was! Canon and Shutterbug put on a show that included way more than just outstanding printer prices.



*Canon & Shutterbug tag teamed EPS for printer sales night.*

First, Canon had three regional representatives at the meeting, one from Oregon as well as one from Seattle and another from

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*Only Two Meetings This Month*  
*All 2014 membership dues will be due in January*

## 2nd Friday Art Walk Show At NEDCO

Before giving up trying to find a present for that person in your life who has everything, check the images that can be found at our favorite display location in Springfield on the evening of Friday the 13th. It might just be your lucky . . . uh, night.

In addition to images framed and on display by EPSers **Graham Smith** and **Mike Van De Walker**, you will find stacks of

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### Inside This Issue

- |  |   |
|--|---|
| • Printer Sale Night wrap-up               | 2 |
| • Challenge Night - Kitchen Photo - Video? | 3 |
| • Your Brain Doesn't Tell You Everything   | 4 |
| • Positive / Negative logos test           | 5 |
| • Tim Grey Q&A-HDR-Vibrance?-Backup        | 6 |
| • No Pics Newspaper - Nano Camera          | 7 |
| • Stolen / Internet - The Spanner Man      | 8 |
| • What To Know - Where To Go               | 9 |



## Canon Sale *continued*

San Francisco. Shutterbug had two local employees and a regional rep to take care of actual sales and delivery of all of those printers.

When EPSers arrived, each could have a personal 19x13 image printed on high quality photo paper on one of three demo printers. The accounting notation for all of those was NC. Then almost every person received logo emblazoned "swag" in the form of umbrellas, collapsible cold bags, sports carry-all bags, lens wraps, ball point pens or multiples of each. Again the accounting notation was NC for all.

After a short presentation about inkjet printing, twenty-five brand new printers were waiting in a truck parked at the curb just outside the main door.



Sales room activity on "Printer" night at EPS.



33 of these printers now have new homes.

The Canon and Shutterbug reps all said they were very pleased with the evening results. We're sure many EPSers were too.

Bruce Bittle



## *Only Two Meetings This Month*

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## 2nd Fri. Art Walk *continued*

other interesting and perhaps prize winning images also taken by members of our club.

There will be plenty of room for any member who would like to have framed or matted/unframed images for sale that night.

Most months the Art Walk is self-guided however, there will be a tour leader this month taking a group to all of the various destinations including some new ones that will be seen for this event.

Holiday decorations will be

abundant with goodies and drinks to be had along the way at many of the stops on the tour.

Bring your images, then stay around to have fun talking with the folks about how much fun you have with photography



An EPS  
Preferred  
Vendor

## **NEW PREFERRED VENDOR** **Shutterbug Camera Stores**

Coburg Road – Valley River Center

**10% discount on all camera accessories and photo finishing**





## First “Challenge” Theme To Be Revealed Dec. 3rd

**I**t's almost time to begin shooting for the first Challenge Night on January 7.

On Tuesday, December 3, before the print competition, the topic name for the January challenge night will be drawn from the “hat” containing numerous topic names.

Names in the hat are all one word topics. The idea is that one word topics can lead to endless possibilities as long as that one word is the center of interest in the image.

There will be no judging but in the discussion the photographer will be welcome to explain her or his image and how the shot was set up. I hope you enjoy doing the challenge.

*Excerpt from the bylaws to explain this new activity further:*

### Challenge

**Purpose:** The purpose of challenge night is to challenge members to take photographs of a variety of different topics to broaden their knowledge and

experience. A new topic will be selected every month. Submission of images may be either digital or print and must have been taken no earlier than when the topic is announced. A topic will be announced at each challenge night meeting for the following month challenge. Submissions will not be scored but will be open for general discussion.

*Stephen Franzen, Challenge Chair*



## When You're Really Serious About Photography!!

**R**ecently EPSer, **Gary Darnielle** and his wife Paula finished a complete remodel of their kitchen that includes a creative use of one of their photographs. They hired a local artist to recreate a shot of the Two Mittens taken on a photo trip to Monument Valley.

The finished piece is beautiful and was painstakingly crafted using multiple one inch layers of appropriately colored **solid granite!**

Expected archival time . . . one eon.



## Special Interest Group On Video?

Some members have expressed an interest in organizing an informal group to discuss the “how-to” for making professional appearing videos.

If you have a camera with video capability, or own a dedicated video camera and would like

to be included, let **Jim Heric** or **Bruce Bittle** know and we'll see what can be assembled.

Several members have experience in that field and might be persuaded to help out.

Let us know if you're interested and we'll stay in touch.



*Only Two  
Meetings  
This Month  
Happy Holidays*



# Your Brain Doesn't Tell You Everything It Sees

**A**n amazing new neurological brain imaging research finding that supports long suspected human subliminal observation capability.

**Science Daily – Nov. 13, 2013**

A University of Arizona doctoral degree candidate Jay Sanguinetti has authored a new study indicating that the brain processes and understands visual input that we may never consciously perceive.

This finding challenges currently accepted models about how the brain processes visual information.

Sanguinetti showed participants a series of black silhouettes, some of which contained meaningful, real-world objects hidden in the white spaces on the outsides while monitoring subjects' brainwaves with an electroencephalogram (EEG), as they viewed the images.

Control silhouettes with novel black shapes in the middle and nothing meaningful on the outside were also used.

The specific question was, "Does the brain process those hidden shapes to the level of meaning, even when the subject doesn't consciously see them?" The answer the data indi-

cates is yes.

Study participants' brainwaves indicated that even if a person never consciously recognized the shapes on the outside of the image, their brains still processed those shapes to the level of under-



*Davi Vitela dons the cap used to take EEG scans of her brain activity while she views a series of images in Sanguinetti's study.  
(Credit: Patrick McArdle/UANews)*

standing their meaning.

"There's a brain signature for meaningful processing," Sanguinetti said. A peak in brainwaves called N400 indicates that the brain has recognized an object and associated it with a particular meaning.

Images were shown for only 170 milliseconds, yet the N400 brain waves were able to complete



the complex processes necessary to interpret the meaning of the hidden objects in about 400 millisec-

onds, or a half a second later.

The participants didn't see those shapes on the outside; none-

## The Pros Know

Professional Designers and Graphic Artists have used negative space in logo designs for over fifty years. This is known in design studios as the, "Aha" experience.

Purposely designing a hidden image in the white (negative) space of a logo makes that logo unforgettable if the average viewer doesn't see it at first.

The significance is that once we say, "Aha!" when we **do** see the hidden image, we can never go back to **not** seeing it every time. This is exactly the visual hook that large corporations and businesses are willing to pay big bucks to achieve.

What's new in this research is that our brain records those hidden images even while we remain unaware of them.

On the next page I've included some commercially designed logos I found on-line that you may not know.

Below is the FedEx arrow that you've all seen. You have seen it . . . right?

*Bruce Bittle*



theless, the brain signature data tell that they have processed their meaning. This is a window into what the brain is doing all the

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## Your Brain *continued*

time. It's always sifting through a variety of possibilities and finding the best interpretation for what's out there. And the best interpretation may vary with the situation.

"The finding leads to the question of why the brain would process the meaning of a shape when a person is ultimately not going to perceive it," Sanguinetti said.

"The traditional opinion in vision research is that this would be wasteful in terms of resources," he explained. "If you're not going to ultimately see the object on the outside why would the brain waste resources processing that image up to the level of meaning?"

*... the brain processes and understands visual input that we may never consciously perceive.*

"There are a lot of processes that happen in the brain to help us interpret all the complexity that hits our eyeballs," Sanguinetti said. "The brain is able to process and interpret this information very quickly."

And this study indicates that in our everyday life, as we walk down the street, for example, the brain is working to provide us with the best, most useful interpretation of the many meaningful objects in the visual scene, but ultimately the interpretation [captures but] does not necessarily [transmit] all the information in the visual input."

*[Abridged to fit available space.]*



*Arrow indicates Amazon sells everything from A to Z. (It's known in the business as the Bezos smirk.)*



*Elegant and sophisticated logo for the London Symphony Orchestra. See the conductor?*



*Two "Ws."  
One positive, one negative.*



*The fastest racers in the world.*



*Swiss chocolate from a city that uses a bear for a symbol. Hey designer, what's that bushy tail all about?*

*All of these logos have a hidden "Aha" experience purposely designed into them. Now we know your brain sees them before you do and may never tell you.*



*Tostitos had no "Aha" for 23 years.*

*Then, "Aha" was added in 2003.*

*Now Frito Lay loves those two "Ts" celebrating that first chip over a full bowl of dip.*

*Notice last year's redesign has the chip pointed toward the dip making an exclamation mark.*

*You see this one frequently, but do you see the significance of that smiling face? Look at the first letter in the name.*



*The Canadian Railway logo with rail tracks in the middle is not hard to see. But, most Canadians also see two men with sharp noses banging heads together while arguing on their National logo.*





## Q&A With Tim Grey

**Q:** *I recently purchased a G-Speed Q with 4 drives totaling 8TB, RAID 5 configured. I was recently advised that I also need a backup hard drive to backup my G-Speed. Is this true?*

**A:** In my opinion, yes, you do ideally want to employ another drive for backup purposes.

First, RAID is an acronym for Redundant Array of Independent Drives (or Disks). [With a] RAID configuration, when you write data to one drive it is automatically [backed up] to another drive. [So], you always have an instant backup of all data on two drives.

Second, most RAID configurations are creating two (or more) copies of your data in real time, but within the same hardware enclosure. Essentially this appears as a single drive to the computer. Thus, if something went catastrophically wrong with the overall device, or [a fire at the physical] location where that device is in use, you could lose all of your data.

A RAID device employing multiple drives is a very reliable tool. But under ideal circumstances I recommend storing a backup on a periodic basis on at least one separate device, and ideally in a separate physical location.

**Q:** *I find photos made by the HDR method a bit dull, while those with added presets or adjusted a bit cartoonish and surreal. What are your experiences?*

**A:** The underlying issue here is how to deal with a scene that exhibits high contrast, and of course there are several possible ways to approach such a scene.

First, underexposing to retain highlight detail [and] later brighten up [to make] shadow details more visible, can lead to problems even with the use of noise-reduction software.

A [second] solution involves capturing multiple images at different exposures settings, then use Photoshop (via HDR Pro) or other software (such as Photomatix) to assemble those images into a single result.

A third option is to capture two images, one for brighter areas and the other for the darker areas, then blend them into a single composite exposure.

I use all three of these methods under different circumstances. I agree that HDR images can look “flat” and cartoonish when pushed too far. But sometimes I like the look you get with HDR processing, so I do use it from time to time.

**Q:** *I find myself using only the Vibrance adjustment in Photoshop, and not using the Hue/Saturation. Is there a reason I “should” be using Hue/Saturation instead of Vibrance?*

**A:** In a word, “no”, I consider the Vibrance adjustment to be far superior to the Hue/Saturation adjustment because [it] is an intelligent adjustment that exercises a bit of self-control. When you increase the value for Vibrance, for example, colors that are not very saturated get a stronger boost than colors that are saturated. In addition, flesh tones are protected so they don’t get over-saturated.



*Tim Grey is one of the top educators in digital photography and imaging, offering clear guidance on complex subjects.*

*Tim has written more than a dozen books on digital photography and has had hundreds of articles published in magazines. He is a member of the Photoshop World Dream Team of Instructors.*

*[Note: These articles are reprinted with permission & are abridged to fit available space.]*



# No Pictures, Supports News Photographers

**B**y choosing to maintain the newspaper's usual design - with its articles flowing around the spaces where images should have been shown - *Libération* has succeeded in its attempt to show the power and importance of photography in our understanding of world events.

"A visual shock." For the first time in its history, *Libération* is published without photographs. In their place: a series of empty frames that create a form of silence; an uncomfortable one, as if we had become a mute newspaper.



The French newspaper explains: "*Libération* vows an eternal gratitude to photography." Our passion for photography has never been questioned - not because it's used to beautify, shock or illustrate, but because photography takes

the pulse of our world. "We're giving photography the homage it deserves," writes Brigitte Ollier, a journalist *Libération's* Culture desk.

[Abridged to fit available space.]



[Thanks to Lorin Edmunds for finding this article. ED.]



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# Nano-Camera Shoots At Speed of Light

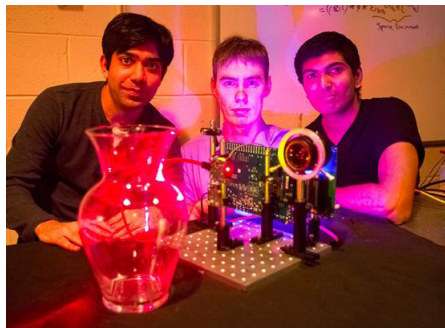
*Science Daily, Nov. 26, 2013*

A \$500 "nano-camera" that can operate at the speed of light has been developed by researchers in the MIT Media Lab.

In 2011 Raskar's group unveiled a trillion-frame-per-second camera capable of capturing a single pulse of light as it travelled through a scene.

In contrast, the new "nano-camera" allows the team to use inexpensive hardware -- (off-the-shelf LEDs) that can strobe at nanosecond [intervals].

The new device, "Uses an encoding technique commonly used in the telecommunications industry to calculate the distance a signal has



MIT students (left to right) Ayush Bhandari, Refael Whyte and Achuta Kadambi pose next to their "nano-camera" that can capture translucent objects, such as a glass vase, in 3-D. (Credit: Bryce Vickmark)

travelled, [In this case] how long it takes a light signal to reflect off a surface and return to the sensor," says Ramesh Raskar, an associate professor and leader of the Media Lab Camera Culture group.

However, unlike existing devices based on this technology, the new camera is not fooled by rain, fog, or even translucent objects.

What's more, the basic technology needed for the team's approach is very similar to that used in Microsoft's recently launched second-generation Kinect [gaming] device. [Abridged to fit available space.]

**ED Note:** You can sign up for this excellent comprehensive update on all science research developments as they are first reported, by going to *Science Daily* on line.

This service will be delivered to your e-mail inbox seven days a week and it's all free!



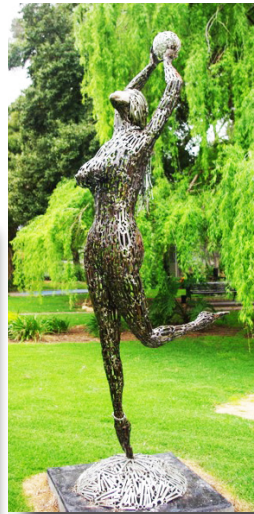




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# Stolen From The Internet

*Where the heck does he find all those spanners?*



## *The Spanner Man*

*Boort, Victoria, Australia*  
He does it all by himself  
from a wheel chair.

(In Australia a spanner is a wrench)







## What To Know

### December 2013

- 3 Print Competition night
  - 10 Digital Competition night
- ONLY TWO MEETINGS  
THIS MONTH**  
*Happy Holidays to all!*

### January 2014

- 7 Challenge Night - Theme TBA Dec. 3
- 14 Ed. Night, **Slide Shows, How To**
- 21 Print & Digital Competition night
- 28 Beginners Q & A – Demo night

### February 2014

- 4 Challenge Night - Theme TBA Jan. 7
- 11 Ed. Night, **TBA**
- 18 Print & Digital Competition night
- 25 Beginners Q & A – Demo night

### March 2014

- 4 Challenge Night - Theme TBA Feb. 4
- 11 Ed. Night, **TBA**
- 18 Print & Digital Competition night
- 25 Beginners Q & A – Demo night

### April 2014

- 1 Challenge Night - Theme TBA Mar. 4
- 8 Ed. Night, **TBA**
- 15 Print & Digital Competition night
- 22 Beginners Q & A – Demo night

### May 2014

- 6 Challenge Night - Theme TBA Apr. 1
- 13 Ed. Night, **TBA**
- 20 Print & Digital Competition night
- 27 Beginners Q & A – Demo night

## Where To Go

### • *Smith & Van De Walker Second Fri. Art Walk Show*

Selected images from two EPS members, **Graham Smith** and **Mike Van De Walker** can be seen during the Springfield Second Friday Art Walk on the evening of the 13th. Also on week days 8-5 through December, at 212 Main St. Springfield in the Neighborhood Economic Development Commission (NEDCO) offices.

### • *Carmen Bayley Show*

An exhibit of her recent photos will be on display Tue.-Fri. 7-6, and Sat. 8-2, in the Creswell Bakery at 182 So. 2nd St.

### • *“Color in the Parks”*

Some 2013 fall scenes in Yellowstone & the Tetons by **Bruce Bittle** can be seen week days 8-5 through the month of December in the Harris Hall Lobby of the Lane Co. Public Service Building, 125 E 8th Avenue.

### • *“A Small Look at a Large Harvest.”*

A show documenting unusual crops harvested in the Willamette Valley in 2012 will be on display until December 15 at the David Joyce Gallery in Bldg. 19 on the Lane Community College campus. The show was created by **Keith Munson**, **Tom Elder** and **Bruce Bittle**.

**Do you have a show?**

**Have photos published?**

**Send complete details  
before the last week  
of the month to:**

**<bittled70@gmail.com>**

## Classifieds

**Classified Ads  
Free to all  
EPS members**

*This  
Space  
Available*

### **EPS sells mats & frames wholesale**

**\$6 MATS (16" x 20" OD).**  
Double whites, acid-free  
surfaces with backers.  
Center cut with 10" x 15"  
or 12" x 16" openings.  
Either size \$6 ea.  
*(White mats/black core  
available only with 10" x 15"  
image opening, \$14 ea.)*

**\$15 FRAMES (16" x 20" OD).**  
Aluminum, Black or Silver  
with hardware & glass,  
\$15 each.

**\$2 from each mat or  
frame purchase  
goes to EPS.**

**Contact:  
Bruce Bittle 541.343.2386**

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## ***EPS Preferred Vendors***



Show your membership card to these vendors for nice discounts.  
Be a good ambassador for EPS each time you receive these discounts  
by letting these folks know how much you appreciate their support.



### **Dotson's Camera Store**

1668 South Willamette Street

15% Discounts on in-house processing (including slide processing)



### **Derek Dickerson, Computer Technician**

PCs & Macs, Hardware, Upgrades, Networks

888-458-5650 Cell: 541-335-9912 or [www.teQmo.com](http://www.teQmo.com)

### **Evergreen Film Service**

1412 West 7th Avenue

15% Discount on all in-house services (including slide processing)

*Your camera's home  
away from home*

### **Focal Point Photography**

161 West Ellendale, Dallas, OR

Equipment Rentals, Trade Ins, discounts on most items Call Mike Lowery, 503.623.6300

### **Oregon Gallery**

199 East Fifth Avenue, Eugene

15% discount on all matting and framing

**NEW**

### **Shutterbug Camera Stores**

Two Stores 207 Coburg Rd. & Valley River Center

10% discount on photo accessories and photo finishing

**NEW**

### **U of O Bookstore Art Department**

Corner of 13th Ave. & Alder St.

20% discount on all art supplies

### **Vistra Gallery**

160 East Broadway, Eugene

20% discount on printing, matting & framing, Up to 30% on orders over \$500