

## Camera Industry News, CP+ Tradeshow, and more...

### *The Industry as a Whole:*

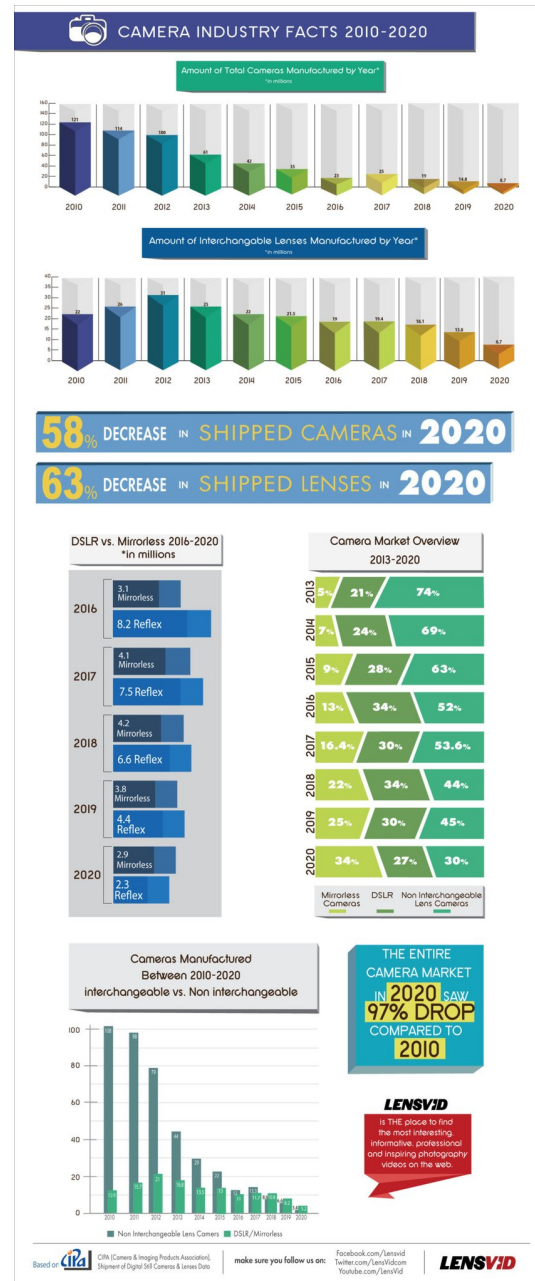
Recent data shows a dramatic decline in camera sales (a sharp 58% reduction) over 2019 and a whopping 97% decrease over the decade (since 2010). These statistics include mirrorless cameras. You may have seen reports or rumors regarding Olympus or Nikon and their struggles to maintain a profit in the camera market. Olympus, which was recently sold to OM Digital Solutions, announced at CP+ that they will work with other companies (a vague statement that leaves one wondering if they will continue to add new lenses and products, or not?) and had no new products to unveil. This is unfortunate, because Olympus has made some fantastic cameras in the past.

The infographic below from LensVid puts this data into easy to read graphs which show some other details of interest. Namely, that despite the drop in camera sales, mirrorless has taken over more of the remaining market. (Check out our blog post on DSLR vs. Mirrorless for more information on these two camera types). And, that this precipitous drop does not take into consideration the use of phones as cameras. Phones are classified in a different category so their statistics are not included here. If we did include phones as cameras then the situation might not look nearly as dire. There has been a huge increase in the interest in Phone-ography over this same time period. New phones are directly targeting the camera market (such as the new iPhone 12 Pro) and in some cases even have advantages over traditional DSLR or the newer mirrorless, mainly that they are more portable and you always have it with you, but also improvements that allow for nighttime and low light shooting.

If you plan to buy an interchangeable lens system camera anytime soon, it would be my recommendation that you check the company's financials and their stated plans for that camera system before buying.

### *Nikon "Roadmap"*

Nikon has announced plans to have a total of 27 lenses and 2 teleconverters for the Nikon Z series by the year 2022. That means 2021 will be a big year! Plans include Prime S lenses in 85mm, 400mm, 600mm; Prime lenses in 28mm and 40mm; a 50mm Micro lens (Micro = Macro in Nikon's world); and



Zoom lenses in 24-105mm (also an S lens), 100-400mm (an S lens), 200-600mm, and a DX 18-140mm (DX is their crop sensor lens series). This is not even half of the planned releases.

At the CP+ Tradeshow, Nikon announced the Nikon Z8 camera. It boasts a 60 megapixel sensor and is capable of recording in 6K video!

### ***Sony FX3***

Sony released a camera called the FX3. Basically it is a reiteration of the A7S III – internally they are almost the same, but the key new piece of technology is an internal fan for active cooling to allow for unlimited 4K recording without overheating. Unless you are looking to get into video, the standard A7S III will still serve you just fine for photography; the FX3 will not give you any kind of tangible upgrade.

### ***Canon News***

The Canon EOS Kiss M2 in Japan will now be released on the global market as the Canon EOS M50 Mark II. It is a disappointing refresh as the main upgrades are software related. If you already own an M50 the upgrade you will get from purchasing the Mark II will be negligible. The upgrades could have been released as firmware updates, yet Canon decided instead to charge consumers for a whole new camera? Eh, no thanks.

### ***Lenses***

The most exciting news from the CP+ show were new lenses!

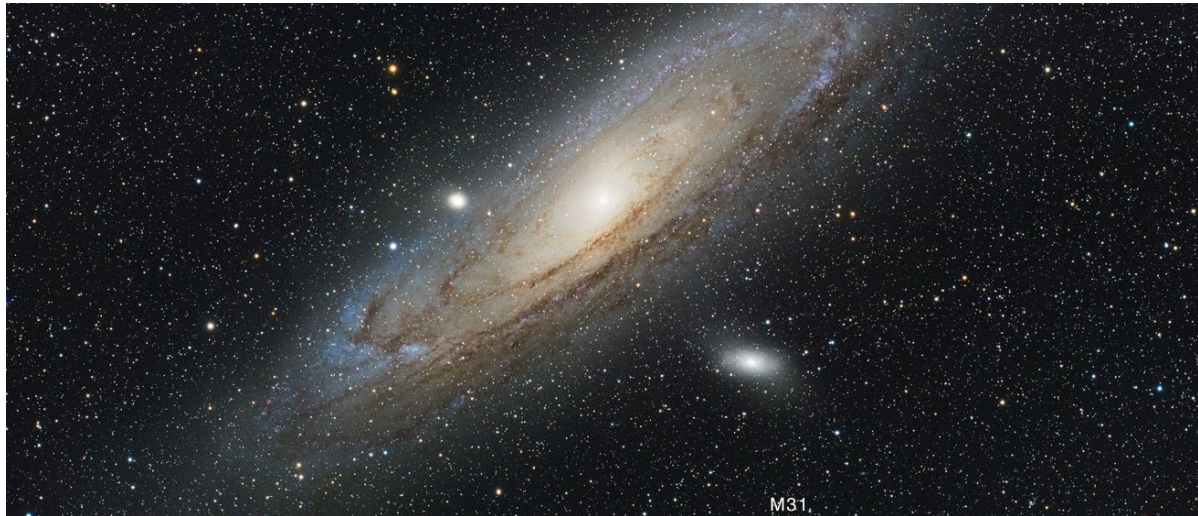
Sigma announced a 28-70mm f/2.8 DG DN Contemporary lens. Unlike their other full frame zooms, the Contemporary is more compact.



Venus Optics presented their new Laowa 25mm f/0.95 MFT lens for Micro Four Thirds. Yes, you read that correctly, a maximum aperture less than f/1 – amazing! The full series of f/0.95 lenses includes a 33mm for APS-C, and a 35mm and 45mm full frame. These lenses promise superior image quality in low light conditions (see sample image left). Additionally there is a full frame 12-24mm f/5.6 fixed aperture zoom on the way.

## Astro Photography

If you want to take your star photography to a whole new level, new tech was announced at CP+. I do not know a whole lot about astrophotography, but I do know that these systems – Sky-Watcher EVOSTAR and the Sharpstar Askar FRA600 (600mm f/5.6) – were demonstrated and were impressive (currently all of the Sky-Watcher models are backordered; sample image from the FRA600 below).



### ***Fun, but Extravagant...***

Leica announced their James Bond camera – the Q2 Daniel Craig x Greg Williams. The original James Bond camera, the Leica Q2 007, has been delayed (to time its release with the film *No Time To Die*), but they went ahead and announced the second one anyway. The camera body used all black and gold across the camera body and comes in a black silk lined box. It is a limited edition of only 750 ever produced and costs “just” \$6,995.

