

## **CAMERA INDUSTRY NEWS**

### **Fall 2021 Issue (August, Sept, Oct News)**

**Disclaimer: This article contains affiliate links. If you click a link and make a purchase I may earn a small commission at no cost to you.**

Compiling the “news” takes a lot of time and effort, so I have had to make the decision to publish my news summaries by season, or quarterly instead of monthly or every other month. I will still be bringing you the newest updates on cameras, lenses, and other gear, as well as, other major industry news and announcements related to my products and classes.

We have great gift ideas and some new items in our Etsy store, like the Ultimate Photography Cheat Sheet (it’s like 12 cheat sheets all in one) and a new set of Creativity Cards for Fun Subjects! All of our items are low cost and make great gifts or stocking stuffers.

Ultimate Cheat Sheet: <https://etsy.me/39QGUH5>

Best Settings Cheat Sheet: <https://etsy.me/3deJSXZ>

Photography Inspiration Prompts Calendar: <https://etsy.me/3hjZUCd>

Exposure Triangle Training Tool: <https://etsy.me/2VCMfh6>

Creativity Cards – Fun Subjects: <https://etsy.me/3uq3Q9D>

Creativity Cards – Color Theory: <https://etsy.me/2UKPYcb>



The overall camera market has been shrinking for several years, mostly due to the development of better and better smartphones. Last year the market shrunk by almost 40%. Of the sales this year, in the most recent report of the camera market, Canon has 47.9% of the market share, followed by Sony (22.1%) and Nikon (13.7%). What does this mean for you as a camera owner or buyer? What does this mean for the “little guys” like Olympus and Panasonic? It means that the big three are focusing more and more on mirrorless, and thus more of the DSLR lenses and models are being discontinued. If there are DSLR lenses you want, you might consider adding them to your collection sooner rather than later. And it means that companies like Olympus have to make some promises and do a little grand-standing to assure their customers of continued product development and support. So here goes...

### **Sony News**

Almost all of Sony’s market share is in the mirrorless market and their new cameras are no exception. The new Sony ZV-E10 interchangeable lens camera is now available at retailers. Some are already experiencing delays. Get your orders for camera gear in ASAP: <https://moment.8ocm68.net/MX2R12>



The biggest news for Sony is the new Alpha 7 IV which features a new mode dial for quick switching between photo and video, 4K video, and high speed autofocus and eye tracking in both photo and video modes. It features a whopping 15 stops of dynamic range and a 33 MP sensor. It is available for pre-orders now, but unfortunately won’t be shipping until after the holidays. Pre-order here: <https://moment.8ocm68.net/jWQJg6>

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A few new lenses have been released for Sony including the Sony 70-200mm f/2.8 G Master which promises to be the lightest large aperture telephoto zoom on the market. Tamron also has made two new Sony lenses available, beginning October 28<sup>th</sup>, the 28-75mm f/2.8 for \$899 and the 35-150mm f/2-2.8 for \$1899. These lenses are in addition to the 18-300mm they announced over the summer.

### **Canon News**

Canon's new R3 combines the best of the R5 with the 1DX and its features don't disappoint. With Enhanced AF performance it offers tracking for eye, head, face, animal, and body and offers a stacked CMOS sensor. It offers low-light and amazing nighttime photography down to -7.5EV. The in-body stabilization provides up to 8 stops of shake correction which allows slower shutter speeds, improved hand-held shooting, and steady 8K video recordings. It even claims a blackout-free electronic viewfinder. Pre-orders are now open and shipping is scheduled for late November. The price tag is a little staggering though, \$5999, wow. You can place a pre-order here:

<https://redirect.viglink.com?u=http%3A%2F%2Fcanon.com&key=d2abe12ff49e1ea989147f896a582e09&prodOvrd=WRA>

Their new lenses are equally impressive with an RF 5.2mm f/2.8 dual fisheye, the first stereoscopic 3D VR 180 lens and an RF 100mm f/2.8L Macro with the highest magnification of any autofocus macro lens.

Since Canon has the majority of the camera market they are in a better position than most. Nonetheless, if you are contemplating a lens for the DSLR, you might want to buy it, as they are putting most of their research, development, and manufacturing into their mirrorless lines. Rumors predict two new mirrorless full-frames (an R6 model and an R5c model) and an APS-C RF for the 2022 camera lineup.

### **Nikon News**

How has Nikon handled their 3<sup>rd</sup> place market share position? Also by embracing mirrorless and a continuing trend of discontinuing DSLR lenses, especially the DX (crop) models. The AF-S 18-200mm f/3.5-5.6G is the most recent addition to the chopping block. This means there are only SIX, yes only SIX, DX lenses still manufactured – 2 primes (35 and 40mm) and 4 zooms (10-20mm, 18-400mm, 18-300mm, and 70-300mm). Stock is still available for other lenses previously discontinued and service/support will continue, but if you want any DX lenses, you need to get them soon (I might be asking Santa for a few myself).

Nikon now seems fully committed to mirrorless, especially with the release of their new "flagship" camera the Z9. With 8K video and what some have called "furious" autofocus capabilities it is being promoted as the most intelligent camera yet. It also features a blackout-free electronic viewfinder and 45.7 MP. The price is only a little more tolerable than the Canon R3, at approximately \$5500. It is available for pre-order, but the shipping date is



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a bit vague, meaning there is no promise you will get it before the end of 2021 or for the holiday season. Depending on where you live there may be a “Touch and Try” Event near you:

<https://www.nikonusa.com/en/nikon-events/z9-touch-and-try.page>

Just like we reported in the last issue, there are many lenses either in development or in preorder status for Nikon Z mount:

- Nikkor 400mm f/2.8 (with built in teleconverter)
- Viltrox 23mm f/1.4
- Viltrox 33mm f/1.4
- Viltrox 56mm f/1.4
- TArtisan 50mm f/1.2 manual focus
- 7Artisans 50mm f/.95
- Mitakon 135mm f/2.5
- IRIX Cine 30mm T1.5 (cinema)

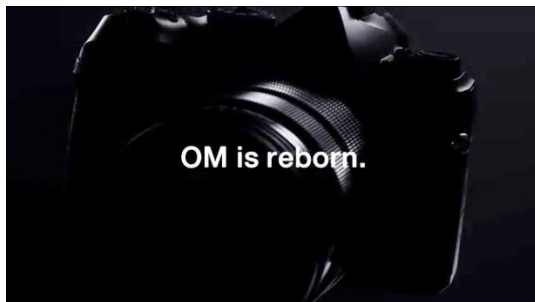


### **Olympus, Panasonic, Fuji News**

These three brands fall into the category of “Not Much Market Share” and that means that each time a report comes out showing small numbers they have to reassure their buyers and stockholders. I personally am rooting for Olympus. I am affiliate seller, so if you ever want to buy Olympus gear let me know! Right now you can get the OM-D E-M1X On Sale for \$1300 off: <https://bit.ly/3C4Vvdt>

Panasonic (Lumix) announced that they are committed to grow and release more impressive products like the GH5II and GH6. Fuji just released the GFX 50S along with a 33mm f/1.4 lens and the X100F retro inspired camera and has another camera planned for release in late November – the Fujifilm X-T30II.

Meanwhile, Olympus is going through a whole rebranding process and published a new product “roadmap” for their camera product lines. On October 27<sup>th</sup>, they announced a name change to OM System on all products. They promised to continue to create and develop digital products and technologies and that they were in the final stages of producing their new Micro Four Thirds camera. According to their press releases it will be a “wow” camera similar in size to the E-M1 (see sneak peek



photo, yeah, not much to go on there...) and in the ground-breaking tradition of the OM1 (their first compact camera that was ½ the weight of all competitors when it first released). It should feature weather sealing, in-body stabilization, and a dust reduction system so you can change lenses in the field without worry. Rumors say the camera bodies will be re-named from the OM-D E-M to OM 1D, OM 5D, OM 10D, etc.

As far as Olympus lenses go, a new M Zuiko 20mm f/1.4 PRO and a 40-150mm f/4 PRO were announced and the promise of a new macro and two telephotos in the works. Meanwhile, they are plagued with limited deliveries of their 8-25mm lens and had to halt E-PL10 production because of world-wide chip shortages.

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## **Smartphone Photography News**

Leaked rumors and teasers for the Google Pixel 6 and 6 Pro indicate the new phone may have a 50MP main camera and a camera bar all along the back. Other cameras may include a 48MP telephoto with 4x optical zoom and a 12MP ultra-wide lens. The main camera is purported to let in 150% more light and feature a Samsung GN1 sensor which could make this a nighttime and low-light beast.

All of the improved image quality in our smartphones comes at a cost of needing more storage. For example, the new Apple ProRAW files are 12x larger than standard JPEGs. This will make storage sites and storage solutions an important part of your photography workflow whether you take images by phone or DSLR/mirrorless.

If you don't already have image editing software, the Adobe Photography plan for \$9.99 a month gives you 20GB of free storage along with access to their Lightroom, Lightroom Classic, and Photoshop (for desktop and iPad) programs. In addition, your photos can be synced among these programs and their apps for smartphones, like Photoshop Express and Lightroom Mobile. Affiliate Link:

<http://clkuk.Tradedoubler.com/click?p=264355&a=3241999>

Lightroom Mobile also includes its own smartphone camera in the app. It is fantastic! Three versions of camera are loaded automatically, then depending on your phone model you may be able to access two more under your settings.

## **Other News**

The EISA awards... Each year 60 special interest magazines and reps from the photography world across 29 nations put their expertise to work testing and reviewing cameras and lenses so they can present you with the BEST of the year. Here are this year's camera winners:

- [Sony Alpha 1](#)
- FujiFilm X-S10
- Nikon Z5
- Nikon Z6 II
- Canon EOS R5
- [FujiFilm GFX100S](#)
- Sony Alpha 7S III

And here are the lens winners:

- Tamron 17-70mm f/2.8 Di III for Sony
- Sony FE 14mm f/1.8 GM Rectilinear
- Tamron 11-20mm f/2.8 Di III-A for Sony
- Sony FE 12-24mm f/2.8 GM
- Sony FE 50mm f/1.2 GM

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- Tamron 150-500mm f/5-6.7 Di III for Sony
- Nikkor Z 70-200mm f/2.8
- Sigma 85mm f/1.4 DG DN Art
- Laowa Argus 35mm f/.95
- Nikkor Z MC 50mm f/2.8 Micro
- Laowa 15mm f/4.5 Zero-D Shift (+/-11mm shift)

If you didn't notice the trend, there are a lot of Sony lenses or made for Sony lenses here. Sony is a leader in the mirrorless market, even if they are 2<sup>nd</sup> in overall market share.

In other categories...

- Software: Zoner Photo Studio X and DxO PureRAW
- Printers: [Epson Sure Color SC-P700](#) (currently has a \$100 rebate offer)
- Phones: OPPO Find X3 Pro and Sony Xperia 1 III

Other award-winning products to ask for this holiday season could include the Lucie Technical Award winner for Best Day Use Camera Bag – the Think Tank Back Story Backpack. And their award winning Airport International V3 for “Best Rolling Bag for Photographers.” If you'd like to purchase a great bag from Think Tank, enter my affiliate ID code in your shopping cart (6182157) and get a free item and free shipping! Affiliate link: <https://www.thinktankphoto.com/?rfsn=6182157.585793>

That's it for this edition. Be sure to check out our Holiday Gift Guide blog post on our website and if you need any help buying gear for yourself or to give as a gift, we're always happy to help!

Gift Guide: <https://focusedcamera.weebly.com/blog/50-fabulous-photography-gifts-something-for-every-budget>