

CAMERA INDUSTRY NEWS

August 2021 Issue

Lots of news and announcements as we make our way through the summer months. In this issue of our Camera News we will cover the details from announcements, as well as rumors, from the months of June and July.

We have new item in our Etsy store – an Exposure Triangle Tool.

<https://etsy.me/2VCMfh6>

If you are a beginner and are confused by the "Exposure Triangle" this tool can help you learn the three aspects -- ISO, Aperture, and Shutter Speed. It will help you understand the effect each has on an image and how to apply different settings in Aperture Priority, Shutter Priority, or Manual Modes. By moving the "sliders" left and right you can create different combinations of "good exposure" to achieve the image results you need.



Sony News

Sony announced a new camera aimed toward vloggers and online content creators – it's the ZV-E10. This camera is very similar to the Sony ZV-1 but introduces an interchangeable lens system. Both cameras offer 4K video recording. The base model does not include a lens, but you can get a kit with a lens. Retailers are currently taking preorders. I just bought an ZV-1 and will let you know how it works out after I have had some time with it.



Sony also announced the Airpeak S1 which is a pro-level drone. This is the smallest drone available that can carry a full-size camera and lens.

Tamron is developing a lens for the Sony E mount – an 18-300mm f/3.5-6.3. This lens will also be available for the Fujifilm X mount.

Canon News

More details are coming out about Canon's new R3 and this camera sounds amazing! With Enhanced AF performance it will offer tracking for eye, head, face, animal, and body! It also features vehicle subject recognition and tracking for cars and motorcycles and fast action motorsports (the Olympus E-M1X already demonstrated this will work). It offers a stacked CMOS sensor and will allow the flash to be used in electronic shutter mode!

Additionally, Canon has patented a clip-on style camera for smartphones with magnetic, interchangeable lenses that may be able to stack on one another for different visual effects. There are already a large number of manufacturers that make clip-on lens systems like this, but this is the first time Canon has seemed to acknowledge the growing smartphone photography trend.

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The new Canon RF 14-35mm f/4 L IS USM is available for preorder. This lens is the ultimate combination of ultra wide-angle, L-series optics and compact construction, all with a constant f/4 maximum aperture. This lens offers up to 5.5 stops of shake correction for sharp images (up to 7 stops of correction when used on EOS R series cameras with In-Body Image Stabilization), and covers an entire wide-angle zoom range - from 14mm through 35mm - whether you shoot landscapes, videos, or architecture.

Nikon News

Currently Nikon kits are on sale on Adorama and Nikon is having a warehouse sale (up to 30% off) on their site, so if you are looking to buy a new camera or lenses, these after Summer sales are usually pretty good.

If you want to wait, there are some new cameras available or becoming available by November (in time for Christmas and the holidays). The new Z fc which is a retro-styled camera (and matching retro lenses from TTartisan) is now shipping. The Nikon Z (is listed for preorders on some sites. Nikon is already warning that some cameras and kits, such as the special edition with the 28mm f/2.8 in silver, will be in short supply.

Lots of lenses either in development or in preorder status for Nikon Z mount:

- Nikkor 28mm f/2.8 (delayed because of large number of preorders)
- Nikkor 40mm f/2
- Nikkor DX 18-140mm f/3.5-6.3 VR
- Nikkor MC 105mm f/2.8 VS S (reportedly will be out of stock for months)
- Viltrox 24mm f/1.8
- Viltrox 35mm f/1.8
- Venus Laowa FFII Argus 35mm f/0.95 (8 other lenses also announced, many available for Z mount)
- Pergear 60mm f/2.8 ultra-macro 2x
- TTartisan 7.5mm f/2 fisheye



While the Z line is in rapid expansion, more F-mount lenses are being discontinued. The Nikon AF-S Micro Nikkor 60mm f/2.8G ED lens is the latest casualty.

A new system that will allow a single photographer to control up to 11 cameras from different angles was released in June. The Nikon NX Field is a remote shooting system for professionals and is currently compatible with Nikon D6 and D5 cameras, but support for mirrorless Z9, Z7II, and Z6II is planned.

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Smartphone Photography News

Softbank announces Leica's first smartphone – the Leitz Phone 1. It boasts the largest sensor of any smartphone with a 1 inch 20MP and a 19mm f/1.9 ultra-wide lens that comes with a lens cap! If that sounds familiar it is because the Sharp Aquos R6 has the same camera system. It is in preorder now.

Samsung Galaxy S22 Ultra is rumored to boast a 200MP camera, but more likely it will feature a 50MP and it isn't due out until 2022.

Other News

Other manufacturers and some third-party makers have announced a few lenses:

- Sigma 150-600mm f/5-6.3 DG DN OS Sports
- Olympus M. Zuiko 8-25mm f/4 Pro
- Panasonic Lumix 50mm f/1.8

And a few new cameras:

Olympus new PEN camera – the E-P7, which is not avail in US (yet) will feature retro styling and the Ricoh WG-F point and shoot can video record for up to 2 hours in 4K. It is web camera function capable for high def video distribution.

If you have cash to burn there is the Batman Leica camera, a M10-R Black Paint limited edition – for \$10,000! It has the same specs as the original which is a 40.9MP full frame, but has no video capability at all.

Gitzo Legende tripod announced a few months ago is still delayed. None have shipped! Investors and backers are demanding refunds. Looks like a great product which is why I featured it, but don't try to buy one, yet.

That's it for this edition. Be sure to [visit our website for hands-on lessons and cheat sheets](#) to help you level up your photography this month!