

CAMERA INDUSTRY NEWS

June 2021 Issue

Lots of news and announcements as we head into summer. In this issue of our Camera News we will cover the details from announcements, as well as rumors from the month of May.

We have new item in our Etsy store – Photography Creativity Cards for Color & Color Theory! These are no ordinary cheat sheets! Instead of cards with just basic settings, these cards provide so much more!

Learn the basics of color and color theory in design while learning to take creative photos following the color based prompts. The 10 card set can be used in any order and over and over again. Use a card a day, or a card each week for inspiration and guidance on making photographic compositions that reflect your new-found understanding of color, color psychology, and color theory (what colors work together and why). In addition, learn even more with the embedded QR codes. These codes take you to even more resources on editing, presets, camera settings, and professional tips and insight all with the goal of making your photography better!



Link to purchase: <https://www.etsy.com/listing/1017901542/photography-creativity-cards-inspiration>

Sony News



There is no exact word on when to expect the Sony a7 IV, but the release is probably only a few months away. The announcement and the release will likely be sometime around September. The a7 IV is rumored to have a new sensor, faster readout and 4K video capabilities.

Meanwhile, pre-orders for the a7R IIIa and a7R IVa began in mid-May and shipping of those orders begins in early June.

Canon News

Canon has announced the R3. This camera is intended for pros and advance amateurs for wildlife, sports, racing, and photojournalism. It is not meant to replace the 1D X and will be smaller than the 1D X. It is considered a “new line” between the R5 and a new flagship camera down the road.

There are rumors of a high resolution full frame in the range of 90MP for 2022 with the intent of converting some 5D and 5DS users to mirrorless.

Canon has two new Tilt Shift lenses in the works – a 14mm f/4L and a 24mm f/3.5L – and since they are for mirrorless, it is possible they might have autofocus! There are also rumors of an RF 60mm f/1 – that’s fast!

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Nikon News

Nikon's news has been a bit slow this month, but there should be a lot more news later this month after Nikon hosts its June event. Some of the likely announcements will be additional Z lenses, 28mm, 40mm, 50mm, and 105mm prime and 100-400mm and 200-600mm zooms among them. It is rumored there may be a new APS-C mirrorless in a retro design, perhaps FE or Df inspired.

There is very little likelihood of any new F mount products as DX cameras and lenses are slowly disappearing. Many Nikon cameras and lenses are out of stock with no updates on any new stock coming in. Among those items: D3500 camera, D5600 camera, many D7500 configurations, D500, and the AF-P DX 18-55mm f/3.5-5.6 (this is the basic kit lens for the D3500 and D5600).

So is mirrorless the way to go? Possibly. Nikon will probably not make any new DX line cameras for DSLR. They will probably announce a DX type model of mirrorless in the near future. If you are wanting to understand the differences between DSLR and mirrorless, check out our blog post that goes over the basics! <https://focusedcamera.medium.com/dslr-vs-mirrorless-which-should-you-buy-d78c0f6ca41d>

While Nikon hasn't released much of note, third party manufacturers have released a huge array of new lenses for the Nikon Z mount:

- 7artisans 10mm f/2.8 fisheye FF
- 7artisans 50mm f/1.4 II APS-C
- Sigma Art 35mm f/1.4 DG DN
- Laowa Argus 33mm f/.95 CF APO (that's fast!)
- Viltrox with 6 lenses (3 APS-C and 3 Full frame): 24mm, 35mm, 50mm all f/1.2 and 23mm, 33mm, 56mm all f/1.4



And a few for the F mount:

- Zenitar 35mm f/2
- Zenitar 50mm f/1.5
- Zenitar 60mm f/2.8 Macro
- Selena 58mm f/1.9

Smartphone Photography News

On the Smartphone front, there are some exciting developments. The Samsung Galaxy S22 Ultra is anticipated to have a 200MP camera (due for release in 2022) and the Xiaomi Mi 11 Ultra has a record breaking sensor size of 22.7mm (and 50MP). For comparison the iPhone 12 Pro Max sensor is only 14mm. In addition the Xiaomi sensor (which is a Samsung GN2 by the way) earned top honors on the DXO Mark charts. Check out www.DXOMark.com for all kinds of comparisons of cameras and lenses.

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They are a fantastic resource. The Xiaomi main camera is a wide angle f/1.8 but it will also have an f/2.2 ultra-wide, and an f/4.1 telephoto 5x zoom (equivalent to 120mm) while also supporting 8K video!

Not to be outdone, the new iPhone 13 (all models) is expected to have sensor shift stabilization. The sensor will move on its axis to achieve better image stabilization – at a rate of 5000 stabilizations per second! That is 5x faster than their previous image stabilization method! Wow!

Other News

Have a 3D printer and want a camera? The RUHAcam may be the answer. It is a Raspberry Pi powered digital camera you can print! Get the material list and more info here: <https://ruha.camera/>



Want to add some flair to your camera? Consider buying a skin or wrap, like the color covers from Easy Covers. Their newest versions available in several colors are for the Nikon Z6II and Z7II.



Cartridge free color printers? Yes please! Epson has announced a new line of printers – EcoTank. The ET-8500 is the standard size and the ET-8550 is for wide format printing. These cartridge free printers are designed to cut printing costs and be an economical option for producing photographic prints at home!

Panasonic may be leaving the camera business. Panasonic announced they will carry out an “reorganization” in October and that the Entertainments & Communications division (TVs, cameras) was been removed from the Panasonic Corporation (appliances, electronics) which essentially declares it as a non-core business. Profits from digital camera sales have been slumping and problematic for the company with nothing to indicate a rebound anytime soon. Panasonic’s market share is only about 4.5% which means they do not have a large presence or following in the DSLR or mirrorless camera market. With many camera manufacturer’s bottom lines in or heading into the red, this may be the end for Panasonic and others with small market shares may follow.

That’s it for this edition, enjoy those long summer days (if you are in the northern hemisphere like me!) and be sure to [visit our website for hands-on lessons and cheat sheets](#) to help you level up your photography this month!