

CAMERA INDUSTRY NEWS

Winter 2022 Issue (Nov, Dec, Jan News)

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Welcome back to this quarterly edition of Camera News where I will update you on cameras, lenses, other gear, and major industry news, as well as announcements related to my products and classes.

We have some new items in our Etsy store. Our most popular item is our Exposure Triangle Training Tool and it is now available in a download/DIY version. Additionally, we have added a Reverse Coloring Book, Composition Cheat Sheets, and Everything You Need to Get Started with Portraits! We have also updated our Photography Inspiration Calendar to give you 12+ months of ideas.

Photography Inspiration Prompts Calendar: <https://etsy.me/341zEJc>

Exposure Triangle Training Tool Download: <https://etsy.me/3gep0kM>

Reverse Coloring Book: <https://etsy.me/3reuCS5>

Composition Cheat Sheets: <https://etsy.me/34i6Trj>

Everything to Get Started in Portraits: <https://etsy.me/3s7DHM0>



If you have been experiencing shortages and limited stock of items in your area, let me assure you that cameras and lenses are no different. Over the holiday season Sony stopped accepting orders on 6 different cameras and “paused” four models until further notice. They then proceeded to discontinue two models and made announcements about parts supply issues. Sony is not the only supplier affected by chips and electronic component supply chain shake-ups, so if there is a camera or lens you want and it is in stock, you might want to grab it or it might be gone! Now that the holidays are over, I expect this will correct itself a bit, but expect prices of cameras and lenses, including used cameras and lenses to continue to rise.

Supply shortages may be one reason for some interesting sales data from Japan. An end of 2021 report indicated that of the top 10 bestselling cameras in Japan, not one of them was a full-frame. There were no DSLRs or Nikons either! Their sales data shows that the most popular camera is the mirrorless Sony A6400, followed by the Canon M50 and the M50 Mark II. Different versions of these same three cameras also took the #4, #6, and #7 slot.

Here is the full list:

1. Sony A6400 Double Zoom Kit, Black
2. Canon Kiss M2 (M50 Mark II) Double Zoom Kit, White
3. Canon Kiss M (M50) Double Zoom Kit, White
4. Sony A6400 Double Zoom Kit, Silver
5. Sony ZV-E10 Power Zoom Kit, Black
6. Canon Kiss M2 Double Zoom Kit, Black
7. Canon Kiss M Double Zoom Kit, Black
8. Fujifilm X-A5 Lens Kit, Silver
9. Olympus PEN E-PL10 EZ Double Zoom Kit, White
10. Fujifilm X-A5 Lens Kit, Brown



What is interesting to note, is that not only do mirrorless and smaller, simpler cameras dominate the market in Japan, but also that the newest cameras are conspicuously absent. The only camera released in 2021 that made the list was the Sony ZV-E10. All of the other cameras are between three to four years old. This seems to show that the short supply of the latest cameras may have affected the rankings, but just as likely it shows that consumers are after creator-friendly and budgetary options.

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Fuji, Olympus, Panasonic, Leica News

Fuji, as promised, released the Fujifilm X-T30II, featuring powerful stills and video features. The 26.1MP BSI CMOS 4 sensor promises excellent image quality, along with 425 point phase detection autofocus, extended ISO of 51200, and 30 fps shooting.

In November, Panasonic released their LUMIX S 35mm f/1.8 lens which is the fourth in a series of similar primes for L mount. And despite their announcement in the fall that they are committed to continue their GH5II and GH6 type products, they are now going through a re-organization and restructuring similar to what Olympus just did. TVs, digital cameras, and housings are all problematic products for them and there seems to be no prospect of improving profits. It is likely they will withdraw from the camera business since their market share is only about 4% globally (390K cameras sold in 2021).

Leica M11 will be the newest member of the M-series rangefinder cameras. It features a new 60MP BSI CMOS sensor, internal storage, and a larger battery. It is the latest in a long line of luxury cameras for those who have lots of disposable income! The cameras are built to last, have impeccable image quality, and keep their value, as well as “street” credibility; however the \$8995 price tag will set you back (and that is without a lens). These cameras are marketed to a luxury tier who want the camera almost like jewelry or bling, and they won’t care that it has no autofocus, no image stabilization, no video capability, and no frills. But it does have that little red logo!



Meanwhile, Olympus continues with their whole rebranding process and released the first lens to sport the new OM System branding. The OM System M.Zuiko Digital ED 20mm f/1.4 PRO is out and ready for purchase at a retail price of around \$800.

Smartphone Photography News

The Google Pixel 6 and 6 Pro are now available. They feature 150% more light capability than the Pixel 5 and a 12mm ultra wide lens on the back, as well as a “pro-level” telephone lens (not sure what or how it qualifies as pro-level since there were no details on Google’s page for the phone).

The new Sony Xperia PRO-I, specifically for content creators, combines a 1.0 type sensor with phase detection autofocus, 24mm, 16mm and 50mm Zeiss optics with dual apertures to change the depth of field, 4K video and more, developed with the same advanced imaging technology as the Alpha brand mirrorless cameras. It is now available in stores.

The Apple iPhone 13 Pro and the Pro Max continue to earn “props” for their photographic capabilities. Tom’s Guide call is one of the best phones ever. They also received the top spots (#1 and #2) on DXOMark with scores of 137 after thorough testing of cameras, audio, display, and batteries.

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Other News

Sigma celebrated the 18th anniversary of their first SD10 with APS-C size lens with the release of two lenses – 18-50mm f/3.5-5.6 DC and 55-200mm f/4-5.6 DC.

Venus Optics released an 85mm Ultra-macro mirrorless lens for Sony E, Nikon Z, Canon R, and Leica M mounts. It has impressive 2:1 magnification and is a compact size, however both focus and aperture must be set manual on the lens and the maximum aperture is f/5.6. They also announced the second lens in their Argus Series – a 45mm f/0.95 FF for E/Z/RF mounts.

TTArtisan released its 90mm f/1.25 lens available for E/Z/R/GFX/X1D mounts. The introductory sale price was about \$435.

I think I am most excited by Tamron's development of an A-B Focus custom setting for their lenses. This feature allows you to create two custom preset focus positions and then lets you shift easily and smoothly back and forth between them. It requires the use their Lens Utility software, but you can already apply this function to the 28-75mm f/2.8 Di III and the 35-150mm f/2-2.8 Di III models.

Recent awards for 2021:

- Nikon Z9 – Product of the Year
- Sony Alpha 7 IV – Best Consumer Camera & Best Video Camera
- Sony Alpha 1 – Best High-End Camera
- Apple iPhone 13 Pro – Best Smartphone

CES came and went and Sony and other manufacturers didn't have much in the way of new announcements, but the next round of opportunities to launch new products or share developments is coming up with the CP+ show (which I will share in the next edition). CP+ is the world's largest camera and video equipment show and takes place in Japan each February. This year Canon, Fujifilm, Nikon, OM System (Olympus), and Sony are all listed as exhibitors this year. Hopefully, they will give me some interesting tidbits to report.

That's it for this edition! Stay warm (those of you in the Northern Hemisphere like me)!