

SHUTTERBUG[®]

JANUARY 2009

TOOLS, TECHNIQUES & CREATIVITY

TOOLS

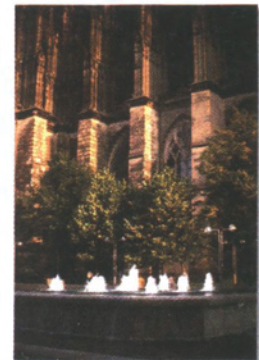
DIGITAL INNOVATIONS: Joe Farace

Best Products *Not* At photokina

There's More To Imaging Than Those At The Big Show

"I am always doing that which I cannot do, in order that I may learn how to do it."—Pablo Picasso

I've attended many photokina shows since my first in 1978 where I met two men whose work affects me to this very day. One was Norman Rothschild who wrote a popular magazine column called "Offbeat" and the other was Jean Coquin who had just invented a modular filter system he called *Cokin*. While photokina has gradually drifted from what the late Burt Keppler dubbed "the world's fair of photography" in favor of a more European focus, there's no doubt it's an important show where all the big guns show off their latest products. But what about the "little guns," those companies who can't afford an exchange rate that's not dollar friendly or perhaps have other reasons for not attending? They haven't stopped making new and cool digital imaging gear. In this special column I'll introduce you to products that didn't make it to the photokina floor but are still worthy of your attention. *So hier sind die Digital-Innovationen, Januar 2009.*



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OLED Is Here

Remember OLED (Organic Light-Emitting Diode) technology? Remember Kodak's press conference at PMA 2003 when they showed the EasyShare LS633 camera with an OLED preview screen? Remember how they forgot to tell us it would *not* be sold in the U.S.A.? You can get OLED gear now and you won't find it at photokina. Digital Foci Inc. (www.digitalfoci.com) is shipping the Pocket Album Deluxe OLED 2.8 with a 2.8" OLED screen that holds more than 4000 photos and the Pocket Album OLED 1.5 with a 1.5" OLED screen that stores 124 photos. Photos can be viewed by scrolling manually or viewing a slide show that has adjustable intervals with transition effects. The Pocket Album OLED Series includes Photo Viewer software that lets you crop and rotate photos and will automatically re-size the photos for storage and display

on the viewers. These compact devices use lithium-polymer batteries with five hours of battery life and can be recharged with the bundled AC adapter. The Pocket Album OLED 1.5 costs \$49 and the Pocket Album Deluxe OLED 2.8 costs \$99 and both are lots cheaper than an iPod touch.



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