



© 2009 Jose Vila

It's that time of year again when the snow piles up, the festivities of the holidays are over and photographers dream of warmer climates where classes are filled with kindred spirits. It's time for WPPI and all the learning and camaraderie that comes along with this classic photographic event. This year Fujifilm will have more than its share of speakers and educators as well as new products to either help the up and coming photographer or to enhance the offerings of those already in the know.

This issue of Cable Release has bios on speakers, the latest product news and show specials printed throughout.

And **NEW** this year at WPPI we will have a roving photographer on the show floor snapping up shots of you and your friends. These keepsakes will be printed and ready for your pickup at the **Fujifilm Booth #311**. Take some time to stop by our booth and just say "Hi".



© 2009 Jonathan Canlas

See you all in Las Vegas!!!



FUJIFILM PRO TALENT TEAM



FUJIFILM BOOTH PRESENTATIONS - BOOTH #311

MONDAY, FEBRUARY 16TH

10:30-11:00	Mark Garber/Jennifer Gilman	"Red Hot Album Designs"
11:15-11:45	Mitche Graf	"Secrets on Making Money"
12:15-12:45	Jonathan Canlas	"Film Is Not Dead"
1:30-2:00	Don Couch	"Book Your Travel Now"
2:15-2:45	Elizabeth Messina	"Photography - A Personal Relationship"
3:00-3:30	Mitche Graf	"Secrets on Making Money"
3:15-3:45	Arthur Rainville	"U-Tube, Me-Tube..."

TUESDAY, FEBRUARY 17TH

10:30-11:00	Mark Garber/Jennifer Gilman	"Red Hot Album Designs"
11:15-11:45	Mitche Graf	"Secrets on Making Money"
12:15-12:45	Jose Villa	"Fine Art Weddings"
1:30-2:00	Leah McCormick	"Made With Love"
2:15-2:45	Mark Garber/Jennifer Gilman	"Red Hot Album Designs"
3:00-3:30	Arthur Rainville	"U-Tube, Me-Tube..."
3:45-4:15	Don Couch	"Book Your Travel Now"

WEDNESDAY, FEBRUARY 18TH

10:15-10:45	Mitche Graf	"Secrets on Making Money"
11:00-11:30	Jonathan Canlas	"Film Is Not Dead"
11:45-12:15	Leah McCormick	"Made With Love"
12:30-1:00	Arthur Rainville	"U-Tube, Me-Tube..."
1:15-1:45	Don Couch	"Book Your Travel Now"



FUJIFILM PRO TALENT TEAM

PLATFORM AND MASTERCLASSES

SATURDAY FEBRUARY 14TH

Mitche Graf - BUSINESS INSTITUTE - Super Cool Promotions
Ellie Vayo - ALL ABOUT SCHOOLS - Underclass and Senior Photography

MONDAY FEBRUARY 16TH

Mitche Graf - PLATFORM - Top Secrets for Making Money
Rick/Deborah Ferro - MASTERCLASS - Making Money w/Portrait Art
Jose Villa - MASTERCLASS - Fine Art Weddings
Tim Meyer - MASTERCLASS - One Light, Two Light, Three Light, More
Mark Garber/Jennifer Gilman - PLATFORM - Creating the RED HOT Studio
Frank Dispensa - MASTERCLASS - Creating the Perfect Digital Negative

WEDNESDAY FEBRUARY 18TH

Arthur Rainville/Jennifer Hudson - PLATFORM - U-Tube, ME-Tube, Who's in MY-Space
Tim Meyer - MASTERCLASS - One Light, Two Light, Three Light, More! Part 2
Gigi Clark - MASTERCLASS - A Fistful of Pixels (For a Few Dollars More)
Jerry D - MASTERCLASS - Director of Emotion and Passionate Posing

SUNDAY FEBRUARY 15TH

Roberto Lino - PLATFORM - Posing, A Step Beyond

TUESDAY FEBRUARY 17TH

Leah McCormick - PLATFORM - Our Lives On Film
Neal Clipper - PLATFORM - Want to Make a Million \$\$ This Year?
Elizabeth Messina - PLATFORM - Photography a Personal Relationship
Frank Dispensa - MASTERCLASS - Advanced Studio Lighting



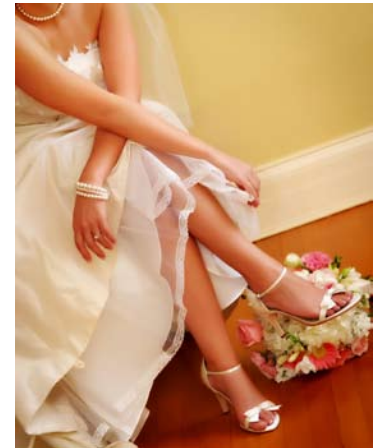
MARK GARBER & JENNIFER GILMAN

*M*ark Garber and Jennifer Gilman are a husband and wife team



who not only share a passion for fine wedding and portrait photography, but also a passion for creating amazing photographic works and studio experiences for their clients. Photographically, Mark and Jennifer combine to make one of the most dynamic internationally awarded photographic teams in the nation. Together, they have produced more PPA "Loan Collection" wedding albums, and more PPA "Top Ten in the World" wedding albums than any other photographers on the planet. They have

been presented the "PPA Diamond Level Photographer of the Year" a total of five times. This award is the highest and most prestigious photographic honor given by the Professional Photographers of America. Mark and Jennifer both hold the Master of Photography and the Photographic Craftsman degrees, and are both internationally approved photographic jurors.



IMAGES - © 2009 Mark Garber and Jennifer Gilman

MARK GARBER & JENNIFER GILMAN

Come on by **FUJIFILM BOOTH #311** and meet Mark and Jennifer
Also check out their Platform Presentation on Monday February 16th
For information on the Mark or Jennifer visit: <http://www.markgarber.com>



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JONATHAN CANLAS

Jonathan was first introduced to photography while living in Japan when a friend let him borrow an old Canon AE1. Upon returning to the United States, he became enthralled with film and the photographic process and eventually graduated with a BFA in photography from BYU. Since that time, photography has become both his passion and his job. He has shot hundreds of events throughout the United States and across the world.



JONATHAN CANLAS PHOTOGRAPHY

Come on by **FUJIFILM BOOTH #311** and meet Jonathan

For information on the workshop visit:
<http://www.canlasphotography.com>

Jonathan also runs a very successful workshop called - **FILM IS NOT DEAD**
Topics include: Film - who / what / when / where / why / how • Getting published • Story-telling through details • How film will change your life • Making every event publishable • Hands-on flash demo • Posing • The power of a blog etc.

Well worth the time for many who are looking for a unique way to stand out in a digital world.



IMAGES - © 2009 Jonathan Canlas



IN THE NEWS - FILM!

For those who missed the news recently, there has been quite the buzz about instant film - either coming or going! Well Fujifilm USA has been blitzing every PR avenue we can think of to spread the word that INSTAX Cameras and Film are here in the USA ready for photographers of every ilk. And WOW! The response has been tremendous. Photographers ranging from fine artists to government workers to the fashionistas...yeah...FUJIFILM INSTAX will be front and center at this year's Fashion Week in NYC. Stories have been all over the news in places including the NY Times, GearLog, Flickr.com, PC Mag, Photo News Today and even Wired Magazine.



On top of that for those looking for 4x5 - 100 ISO Black & White Instant film, FUJIFILM USA will soon be joining the other Fujifilm Instant Film Pack assortment in US Market. Look for it at your local professional dealer in April.

Stop by **FUJIFILM BOOTH #311 at WPPI** and sit in on one of our booth presentations and get a chance to win an INSTAX 200 with film.

FILM WILL ALWAYS BE NEWSWORTHY AT FUJIFILM.



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ELIZABETH MESSINA - INTERVIEW

*F*or me photography is the language of memories. An image can communicate emotion and feeling in such a unique and beautiful way that it transcends time. Photographs can be intimate and evocative...my desire is to create a little bit of art out of life, to tell a story without saying a word.



My first camera was a gift from my mother when I was twelve. I fell in love instantly. I carried it with me everywhere and photographed all the time. I used to lay in bed and dream about being a photographer, not knowing what that even meant.

Looking back on my career I realize it is literally a dream come true.

I love the look of film. It is simply beautiful. There's an inherent richness & warmth with film that's integral to the look & feel of my work. With film, I am compelled to compose in my camera, which improves the connection with my subject and the light...the more connected I am to the moment, the more my images are able to convey emotion. The colors of Fujifilm 400H are so palpable & lovely. The quality of tone and saturation is gorgeous. Fujifilm Pro 400H complements my style perfectly."



Elizabeth's work is intimate & full of emotion, and is regularly displayed in high profile magazines such as InStyle, Elegant Bride, People & Modern Bride. She was featured in Rangefinder Magazine, Professional Photographer Magazine and will be the Photographer Spotlight in Fujifilm's current ProValue Magazine Vol. 16.



ELIZABETH MESSINA

Come on by **FUJIFILM BOOTH #311** and meet Elizabeth - Also check out her Platform Presentation on Tuesday February 17th. For information on the Elizabeth visit: <http://www.elizabethmessina.com>

IMAGES - © 2009 Elizabeth Messina



WPPi PROFESSIONAL FILM SPECIALS

If you like the photographers you see here and appreciate their style and technique then maybe you are a film shooter at heart. WPPi is a great place to take advantage of your new found passion so don't pass up our great film offer at any of the exhibiting Professional Fujifilm Dealers.

Simply come by the **FUJIFILM BOOTH #311** and show one of our reps your purchase receipt dated **2/16-2/18** showing the purchase of at least \$200.00 of any Fujifilm Professional Film, fill out the form requesting your **FREE** film and it will be sent to your home or office directly from FUJIFILM USA.

BUY \$200.00 RECEIVE
20 ROLLS
(UP TO \$100.00 VALUE)
FREE



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FUJIFILM WIDE FORMAT INKJET MEDIA

From the makers of Crystal Archive Color paper and Provia Chrome Film comes a selection of professional wide format inkjet media that takes imaging to a new level. Developed specifically for the digital imaging professional, Fujifilm Inkjet Media meets the challenge of any production environment. Our RC papers incorporate Luminax® technology that significantly enhances color density, gloss, and smoothness. They are also water resistant, fast drying, and ideal for high levels of productivity. With Fujifilm RC papers, you see super sharp images, smooth gradations, and spectacular color.

From lustrous photo quality paper to radiant canvas, Fujifilm offers a variety of media choices. In addition to beautiful prints, Fujifilm Inkjet Media presents you with new ways to increase profitability for your business.

Whatever the subject matter, printing family portraits, team photos, panoramic landscapes, event banners, or fine art reproductions, Fujifilm Inkjet Media retains the finest details and true colors of the original image. Quality is our top priority, and with Fujifilm Inkjet Media you can be confident that your customers are getting the best.



Stop by the FUJIFILM BOOTH #311 and view samples of our NEW WIDE FORMAT INKJET MEDIA.

And don't forget to check out the SHOW FLOOR SPECIALS for our Inkjet Material at participating dealers.



NEW FUJICOLOR CRYSTAL ARCHIVE PAPERS

FUJICOLOR CRYSTAL ARCHIVE ALBUM PAPER is a silver halide color paper designed to provide high-quality image prints. The base of the ALBUM PAPER is specifically designed for the assembly and mounting of prints after processing, in double-sided photo album pages. Like other FUJICOLOR CRYSTAL ARCHIVE PAPERS, this new silver-halide paper incorporates advanced coupler and layer design technologies to deliver enhanced color reproduction, white purity, excellent image stability and easy handling.

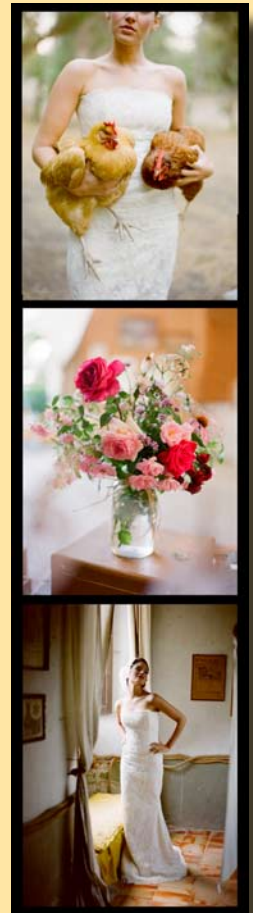
FUJICOLOR CRYSTAL ARCHIVE PROFESSIONAL PAPER DEEP MATTE

Introducing New Fujicolor Crystal Archive Professional Deep Matte Paper, designed exclusively for digital output on large-format and Frontier laser printers. We understand product versatility is paramount to realizing creative vision and customer satisfaction, and Deep Matte Paper provides you an opportunity to deliver output of great beauty and tremendous impact. Its unique matte surface provides elegant color reproduction with subtlety and warmth.

The same long lasting results you know and trust from Fujicolor Crystal Archive technologies can be found in Deep Matte, including pure whites, accurate color reproduction and excellent image stability.

Exceptional Crystal Archive image stability assures your Customer's most cherished moments will withstand the test of time with unparalleled silver halide print permanence. For truly high-image-quality digital prints for portraits, wedding, commercial display, and photo albums, Deep Matte will capture these moments in print in an extraordinary way.

SAMPLES OF THE FUJICOLOR DEEP MATTE PAPER WILL BE ON DISPLAY IN THE FUJIFILM BOOTH #311!



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FUJIFILM FRONTIER DL410

NEW

Fujifilm's **NEW Frontier DL410** is ideal for studios who want to get into printing but have been skeptical because of cost, set-up, chemistry issues and space. Be skeptical no more...the Frontier DL410 is the **GREEN** solution!

At WPPI 2009 Fujifilm will have a working unit in the booth to show you just how easy printing can be. We will also have a roaming photographer out on the show floor capturing those wonderful trade show moments and printing them for you on our DL410.

Take advantage of this advanced **GREEN** solution and stop by to pick up one of our information sheets, pick up your portrait, or to speak with one of our professional sales personnel further about how to equip your studio today at a significant discount - available only at **WPPI 2009!**

Frontier Quality Now Available in a Compact Size



Frontier Dry Minilab DL410

High Quality
Frontier Quality with our Proprietary Technology

Equipped with Fujifilm's proprietary Image Intelligence™ image processing technology, together with FUJIFILM Quality Dry Photo Paper, you will be able to offer high Frontier image quality prints.

Image Intelligence™
Incorporated Image Intelligence™ automatically compensates for problematic conditions, such as poor lighting, backlighting, high contrast, underexposure, or overexposure. Image Intelligence™ also makes skin tones more natural and facial expressions more distinct. Processing time is reduced because photo image correction is automatic at the same time ensuring attractive, customer-pleasing prints.



FUJIFILM Quality Dry Photo Paper
FUJIFILM Quality Dry Photo Paper — inkjet paper produced exclusively for use with the DL410 — achieves a wide range of vivid colors, high black density and purer whiteness. In addition, the excellent image clarity of the paper enables you to achieve the highest quality prints with outstanding glossiness and sharpness.



Compact
Compact size with a footprint of just 5.4 ft²

Its compact size without sorter allows it to be placed on a counter top increasing your location options. Available with optional double stack type cabinet, further enhancing space-saving capacity.



Double Stack Type Cabinet (optional)
The DL410 double stack design enables increased workload using exactly the same floor space.



High Performance
650 prints per hour (4R) and a high output of other paper sizes

High speed print function now with five sizes of roll paper, two surface options, and 8 x 10 sheet paper. Further enhanced to handle a wide range of print sizes — from 3R size up to 10x36 inch



The DL410 is part of the new lineup of Expanding Frontier Solutions products. With outstanding scalability and connectivity to in-store ordering terminals and the Internet, the DL410 is able to accept a wide range of orders for high Frontier quality prints.



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Frontier Quality Now Available in a Compact Size

DRY MINILAB

Frontier

Frontier Dry Minilab DL410

High Quality

Compact

High Performance

Expanding FRONTIER solutions

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ON DISPLAY - RODNEY LOUGH JR.

Rodney Lough Jr., an award-winning Master Photographer, is beloved by over 15,000 fine art collectors worldwide. Renowned for the vibrant colors and vivid textures of his wilderness and landscape photography, Rodney is a purist who captures what nature creates, using no color filters or darkroom deception. More than documenting his travels through life, Rodney has enabled thousands to view the natural world from a unique, celebratory perspective.



"The world is a remarkable place full of beauty and splendor," Rodney exclaims. "To witness the simple grandeur of creation, the miracle of nature, is perhaps all that we need. The peace received while viewing a leaf turned color at the height of fall is immense and divine."

In contrast to his coveted career as a fine art photographer, Rodney began his professional life as a statistician and mathematician, having earned a Master's degree in statistics at Brigham Young University in 1986 after becoming the first recipient of the BYU Outstanding Achievement Scholarship. Throughout his years in the corporate arena, Rodney relied on his passion for photography and on his allegiant family to sustain his enthusiasm for life.

When not at home in his studio, he searches the national landscape for overlooked treasures and leads photography workshop expeditions into the wilderness.

Take in the beauty of one of the most outstanding landscape photographers to grace the imaging world. Rodney's work is shot exclusively on Fujichrome and printed on Fujiflex Crystal Archive Material, and is on display at the Fujifilm Booth #311.

© 2009 Rodney Lough Jr. - Image shown - "Passing Through" Image in booth may vary

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