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Summer's here and our thoughts have turned away from school and schedules and toward the promise of lazy, long weekends and impromptu getaways. It's also a time to recognize the hard-working graduates and dads in our lives. This month, we've put together a list of tips and ideas to help you make the most of summer travel. We also have some guidance for those interested in learning about geotagging photos (including an exclusive excerpt from a highly-regarded celebrity and lifestyle photographer).

This month's issue is jam-packed but kept lean so you can be up to speed and out the door in no time flat. Enjoy the promise that the beginning of summer provides...



## Getting Geared Up For Summer Travel

Summertime signals that adventure awaits. There are family excursions, girls' weekend trips, father/son outings and solo journeys ahead. Now's a good time to get your gear ready and pick up any accessories you might need to make your trip a photographic nirvana.

Whether it's a weekend trip or a two month-trek, here are a few items you'll need to make sure your travel bag is ready to go.

**Expand Your View:** There's no better time to consider a new lens for your camera than when you're about to embark on a new adventure. A new lens can help you see your environment in an entirely different way and help you take your photography to a higher level. Let us show you how a new lens can expand your view.

**Pick the Perfect Bag:** The right camera bag is critical in keeping your photography gear protected and organized. Whether you're looking for a backpack with compartments, a messenger style for hands-free access jet-setting or a waterproof model for turbulent weather conditions, it's important to find the right fit for your travel needs. We have a variety of choices and can help you find the perfect bag to accompany you on your journeys.

**Extra Memory Cards:** It's a safe bet that you'll be taking tons of pictures so make sure you have enough memory cards to keep up with the entire trip. You'll want to choose high quality digital memory cards with a high-speed transfer rate. We offer a wide selection.

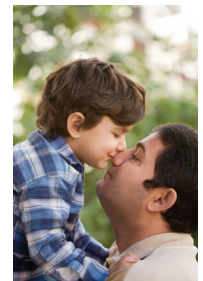
**Rechargeable Batteries:** Don't get caught with a dead battery in the middle of your trip. Just tuck an extra rechargeable battery in your bag and it will help carry you through your entire trip. And don't forget to pack the charger!

**Travel Back-Up Method:** Do you have a way to download and protect your digital pictures while you're on the road? If you're traveling with a laptop, consider using an online photo backup service or a portable external hard drive. Give us a call or come by the store so we can find which model would work best for your needs and budget.

**Gifts for Grads:** If someone special is graduating from high school or college, consider putting together a digital photo scrapbook of some favorite moments. We offer a variety of scrapbook options and you'll be amazed at how quickly we can get the final book finished and in your hands. Graduation is a major life milestone and one that signals the start of a new journey. Touch your graduate's heart with a gift

## Make Dad's Day Special

Our dads enrich our lives in so many ways that we sometimes take them for granted. They're quick to help us with projects, coach our sports teams and give us the support we need to get through difficult times. Let your Father's Day gift speak volumes about how much you love and appreciate Dad this year by choosing something he'll use and value today and for years to come.



**Binoculars are Best:** A great pair of binoculars is a hands-down favorite as a Father's Day gift because they can be useful in so many situations. If Dad loves to spend his days outdoors, make sure he can get the best view possible. Our Promaster line is highly-regarded for its quality and price point.

**Spotting Scopes:** Get the outdoorsman in your life a spotting scope that is waterproof and encased in a quality alloy casing. Our spotting scopes provide a great viewing experience while utilizing a compact design.

**Binocular Tripod Adapter:** Make your tripod even more useful by including a binocular tripod adapter in your Father's Day gift package. This handy and inexpensive accessory will prove useful in a variety of situations.

## Geotagging Basics

The term 'geotagging' often comes up in photography discussions but still mystifies many of us. Geotagging allows you to know exactly where and when an image was taken because the location's latitude and longitude are recorded with the image's EXIF data. The EXIF data includes information about HOW the photo was taken and includes details such as shutter speed and aperture. Most digital cameras automatically record EXIF information with every picture taken but only a few models include built-in geotagging at this time.



If you're someone who loves travel photography or enjoys the technological aspects of picture-taking, geotagging can add an entirely new dimension to each experience.

Damon Webster, founder of Photoinduced.com and a world-renowned professional photographer who has shot numerous assignments for the Los Angeles Times Sunday and other

designed to show how much you think of her.

**Snap a Shot to Protect Your Luggage:** Here's a handy way to use your digital camera before going on your summer vacation—snap a photo of the contents of your luggage. If you land in Maui only to find your suitcase took a wrong turn in Mt. Charleston, you'll have photographic proof of your bag's contents. The photo can also help you quickly decide which items you'll need to replace (if any). It's an insurance policy that will cost only a few seconds and can save you time and headaches if you suffer an unfortunate turn of events. Bon Voyage!

publications, tells us that geotagging has been very useful in both his personal and professional photography endeavors.

Webster says, "I actually used geotagging when I was in Paris and was sent to a gallery. It took asking five people in broken French to find it. Once there, I used a geotagger while shooting the front of the gallery. When I posted notes about the exhibit, readers were able to click the photo and get taken right to Google maps. Perfect!" He adds, "In a business setting for film production, a location scout can geotag the photos, and with all of the different views available from the GPS info, you know where to park the trucks and where the sun will be for the shots."

You'll need a GPS device in order to geotag your images. There are a variety of choices here, including a few models that are specifically designed for geotagging digital pictures. Some attach to the hot shoe on your camera while others require no direct camera connection. You simply read the coordinates and then attach the information to your digital images. Once this information has been embedded, you can use the images with Google Maps, Flickr or other online imaging programs. If you're planning a vacation, geotagged images can help you find landmarks and other points of interest. This technique is also valuable in helping others who would love to visit the same places you've documented. For you gadget-geeks, the process of geotagging and seeing the results can be a fun adventure in itself.

If you'd like to learn more about geotagging and how to turn your travel photos into a living map of your adventures, come by our store. We'll help you get up and running in no time.

Next month's issue will cover the details regarding how to actually geotag images and the pros and cons of each method.

## Saturday Seminar Schedule

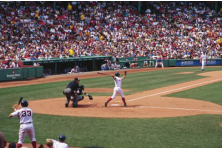

### Saturday, June 6th ~ Nikon Demo Day

**11AM - Digital Photography with Nikon DSLRs**

### Saturday, June 20th

**11AM - Sports & Action Photography!  
Glenn Jones, Manager of our  
Boise Towne Square Mall Store,  
will teach you how to take great  
action and sports photographs!  
Plus, Tips & Tricks for taking  
fantastic fireworks images...just  
in time for the 4th of July!**

**Action Photography Field Trip**  
Presented by Idaho Camera & Tamron  
Saturday, June 20th ~ 5PM

Field trip to Boise Hawks Memorial Stadium for their opening night! Photograph batting and fielding practice, followed by shooting the game: Boise Hawks vs. Tri-City Dust Devils

- Participants will receive access to the game, meal ticket, Souvenir T-Shirt and Hat!
- Tamron and Olympus will have lenses on hand for participants to try out!
- A scissor lift will be available to get a different angle!
- Fireworks after the game!

**Tickets are \$20 and limited - Go to [idahocamera.com](http://idahocamera.com) to purchase!**

## Digital Print Special

# Buy one 5x7...Get one FREE!

Enter promotional code at checkout when Placing order online or at an Idaho Camera Kiosk!

Code: **june5x7**  
Offer valid from 6-1-09 to 6-15-09

