



## Make the Most of Your Favorite Summer Photos

We know you have some vacation photos languishing on your cell phone. Sure, it's fun to scroll through your camera roll and look at them now and then, but you know what's even better? Taking those images and turning them into something special.

Imagine your favorite photos, enlarged and in frames, reminding you of all the wonderful times you shared with loved ones this summer. Want something more creative? Maybe printed canvas, hanging in the hallway or in the bedroom? Perhaps a coffee table scrapbook showcasing your fun-filled summer holiday? We have many more options than we can list here, so visit us online to explore all the wonderful ways we can turn your summer photos into something truly special.

## Tame Available Light

Learning to use available light in any situation is a skill that takes patience, creativity and practice. It is also one of the most valuable skills to master as a photographer. If you first identify where the light is coming from and how it falls, you can then decide how to best utilize it for your purposes.

Having a few tools to manipulate light helps as well. For example,

the ProMaster ReflectaDisc 5-in-1 Plus kit is the perfect light-taming tool to keep close. Its versatile style can be used both indoors in studio or outside for field shooting and includes silver, black, white, gold and translucent reflectors. Whether you need to simply diffuse available light or warm up skin tones, this kit will help you best use the available light for your purposes. It also includes an 18% grey panel to help establish optimum white balance. The carrying case makes on-location photography a snap. Take a look at the kit here: <http://bit.ly/1D5FvZz>



## Play All Angles

Social media remains flooded with photography so getting your images to stand out in the crowd takes skill and strategy. One way to help boost your Instagram posts amidst the image clutter is to adjust your camera angle, shooting either above or below your subject. Forgo the straight on shots and, instead, reposition your lens at various angles to discover images that are visually more striking than standard snaps. So, don't just take a photo – craft a compelling image.



## Shoot Sharp Video with Your Smartphone

If there's one technique that video experts recommend when shooting video using a smart phone, it's to shoot video horizontally. Image orientation is particularly important when uploading to YouTube and other video sites, and if you shoot vertically, your video will contain those black bars on the side that are distracting for viewers. Also, make sure that your video doesn't suffer from camera shake (unless you're trying to mimic the Blair Witch Project). Instead, use a portable tripod to give your video increased stability. Our mini tripods are perfect for video shooting from your camera phone.

Check out these nifty ProMaster tripods here: <http://bit.ly/1LPXDYW>



## The Little Things Mean So Much

When it comes to protecting our precious gear, the lens cap proves its worth many times over. This small accessory is the last line of defense, protecting your glass from scratches, bumps and fingerprints. Unfortunately, it's also easy to lose. We have just the thing to keep your lens cover close. Our lens cap leash is the perfect, unobtrusive accessory, making sure you don't leave your lens cap behind while out on a shoot. Take a look at this handy lens cap leash:

<http://bit.ly/1h2K3WC>



## Keeping Your Camera Current

A little camera maintenance goes a long way – consider it a small time investment to ensure you are ready to take advantage of every photo opportunity that crosses your path. For example, when was the last time you updated your camera's firmware?

A camera's firmware is essentially the software residing on your digital camera

that is responsible for handling image processing. The firmware is capable of controlling a whole host of functions, including which features you can access from your camera's controls.

Your camera manufacturer may post firmware upgrades on its website, but you may not receive any notification of their availability, so you'll need to check from

time to time. Updates are sometimes issued to fix software bugs or other nuisance issues, so it's worth the effort to ensure you're running the latest version.

Consider adding your email address to the company's communication list to receive updates. It's an easy way to keep your camera current and in top shooting condition.

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