

CAMERA INDUSTRY NEWS

May 2021 Issue

Spring has sprung and everyone is getting out their camera gear and heading outside. In this issue of our Camera News we will cover the details from announcements, as well as rumors from the month of April.

Sony News

Sony appears to have joined the “arms race” to create image sensors with more than 100MP. Last month we covered the Canon EOS R5 rumored to have more than 100MP and this month we’ve seen reports that the a7R V (due out in 2022) will boast 102MP. Meanwhile, Sony launched two new versions of its a7R high-resolution full-frame cameras this month. The new versions have incorporated some changes, such as an upgraded LCD and USB port, more touch controls, and redesigned buttons to make shooting more intuitive. There has been very little publicity around the launch. If you are looking to purchase a Sony, you may find some deals on the a7R III which these will replace. Additionally, Sony announced another new lens, the FE 14mm f/1.8 GM which will be the widest prime in the G Master line.



Kase filters just released a handy magnetic clip in filter set for Sony. This set allows you to place the filter directly in front of the sensor inside the camera body. This technology is possible because of the unique design of mirrorless cameras.

Tamron announced two new “ultrazooms” for APS-C Sony cameras. The first is the 150-500mm f/5-6.7 Di III VC VXD, and the second is the ultra wide angle 11-20mm f/2.8 Di III A RXD. If all these letters and numbers are confusing – [check out our guide to lens abbreviations.](#)

Samyang has introduced a new lens – AF 24mm f/1.8 FE for Sony E mount. This is a super-fast aperture lens, boasting some excellent glass, and with a dedicated “astrophotography mode.” Samyang specifies this mode will lock the lens to infinity focus and an Infinity Focus LED will light up with green. If the lens moves from infinity focus the LED will turn red.

Canon News

Canon seems to be fast-tracking the switch from DSLR to mirrorless. If you aren’t sure what the difference is, or the pros/cons to each, [check out our blog post.](#) And this still doesn’t mean DSLR technology is going away. They still offer plenty of EF and EFS lenses and product support.

But... this month Canon did announce a huge number of RF lenses and discontinued 2 more lenses (in addition to the 5 mentioned last month). The lenses that are going away are the EF 24mm f/2.8 IS USM and the EF 100mm f/2 USM. The new RF lenses are mostly all the big beautiful white telephoto lenses and they are reported to be lighter and shorter than their EF counterparts. Paired with a lighter weight mirrorless camera this could help that backpack weight!

CAMERA INDUSTRY NEWS

Here are the new RF lenses:

- RF 100mm f/2.8L IS USM Macro
- RF 300mm f/2.8L IS
- RF 400mm f/2.8L IS USM
- RF 500mm f/4L
- RF600mm f/4L IS USM



Additionally, in their mirrorless camera line, Canon confirmed there will be an EOS R5c and the new EOS R3 (to compete with the Nikon Z9) will be the first full-frame back illuminated CMOS sensor camera and will feature advanced AF tracking, and 30 fps shooting. While Sony and Nikon have made great strides in the mirrorless realm, Canon has held the #1 spot/ranking for Interchangeable Lens Systems for 18 straight years. They won't be going down without a fight and their new mirrorless cameras prove it.

Fotodiox now offers an EF/EFS to EOS R adapter with a unique quality – a built in ND filter. The EF-R ND Throttle Fusion Adapter offers full autofocus, aperture control, image stabilization and the built in ND all wrapped up in a small package, but a fairly hefty price (approx. \$299). This adapter is their newest edition to an adapter line that include Canon, but also Fuji mounts, Sony mounts, and more.

Nikon News

Nikon's Z7 II sensor just received a score/ranking of 100 on DXOMark's testing website. This puts the Z7 II sensor squarely in the top 10 (at #6) and tied with the Sony a7R III and Nikon's D850. DXOMark is an excellent resource for comparing cameras and lenses from all manufacturers. Find them at www.dxomark.com

TT Artisan lenses announced a new lens for the Nikon Z mount – a 21mm f/1.5 – yes f/1.5. This is a fast wide angle lens that is sure to be amazing.

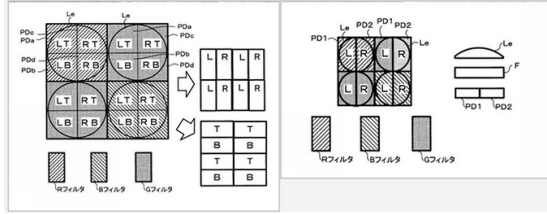
And, Fotodiox, has released an autofocus adapter for Nikon that will allow you to adapt manual lenses to the Z mount mirrorless system. This handy gadget is the Nikon Z Pronto Auto Focus Adapter and it's on sale now. It will give those old manual lenses some new life.

Smartphone Photography News

Photography is not limited to large cameras! You can take excellent images and videos with smartphones. For example, the Xiaomi Mi 11 Ultra just got DXOMark's top score for its camera technology.

There are rumors that Olympus will be creating cameras for Samsung phones. This rumor gets its start at CP+ 2021 earlier this year when Olympus announced it would be collaborating with other companies, but no further details were given. Now we are hearing that Olympus will work in partnership with Samsung on either the Galaxy Fold 3 or the Galaxy S22.

CAMERA INDUSTRY NEWS



Samsung smartphone technology + Olympus camera technology could = smartphone photography unlike anything we've ever dreamed of. What kind of tech does Olympus bring to the table? Well, their newest patent application is for AF tracking with a dual/quad AF sensor. Imagine what that could do for your images!

Interested in vlogging or making videos? Rode has you covered with their new Rodemic VideoMic Me-C Mini Shotgun microphone for Android. Rode makes exceptional audio equipment and we are sure this will no different.

Other News

In addition to the "ever-lasting" tripod announced by Gitzo last month, they also have their new Series 4 ball head. This ball head is great for 400-600mm lenses (like those new Canon RFs). It's not available yet, but it will be able to hold a load of up to 66 pounds! If you are new to photography and don't need a mac-daddy ball head, we recently [reviewed the new Ruittos B2 panning ball head on our YouTube channel](#). It's a budget friendly, lightweight alternative for the enthusiast or beginner.



Sigma has issued a RECALL for their 28-70mm f/2.8 DG DN Contemporary lens due to "ghosting." They will send a replacement lens to anyone whose lens has a serial number prior to #55488834. Details are on Sigma's website with instructions on how and where to return your defective lens.

And finally to wrap things up, some "cool" stuff...

1. Camera Rescue has opened up a repair school to help keep camera gear out of landfills.
2. Fuji launched an Instax Mini 40, a retro-styled instant film camera for under \$100.
3. MSI has created what it hopes will be a Photography + Gaming combination monitor since so many people participate in both; it's the MSI PS321QR monitor and I will be checking this out for myself 😊
4. The PowerEgg X – an autonomous personal AI camera that is webcam, video camera, and drone all in one – is now on the market. [You have to check it out](#) – technology is so "cool."

That's it for this edition, as those temps warm up, stay "cool" and be sure to [visit our website for hands-on lessons and cheat sheets](#) to help you with your photography exploits this month!