

CAMERA INDUSTRY NEWS

Spring 2022 Issue (Feb, Mar, Apr News)

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Welcome back to this quarterly edition of Camera News where I will update you on cameras, lenses, other gear, and major industry news, as well as announcements related to my products and classes.

This will likely be the last edition of Camera News in this format. I am planning to incorporate major news in my quarterly newsletter that covers other information, tips & tricks, sample photographer lessons, and more. Other less major news items will be sent out on my Twitter feed @focusedcamera. This will simplify my work efforts and allow me to make other content that I think is a more important use of my time, such as lessons and cheat sheets. Speaking of which, I have some new items in my Etsy store and some Amazon products as well:

My new book – Composition Basics as a Digital Download – 30

lessons: <https://etsy.me/3KwsRGi>

Everything to Get Started with Portraits:

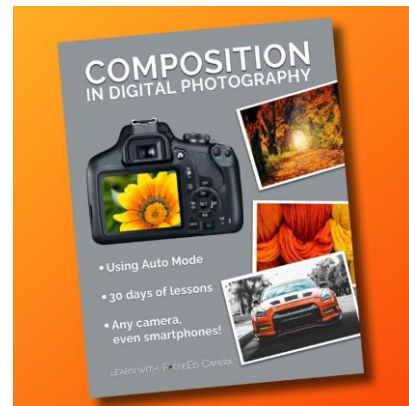
<https://etsy.me/3y3W4WP>

Fine Art Print on Canvas – Hydrangeas at Sunrise:

<https://etsy.me/3F3qxFC>

An assortment of Journals and my new book – Composition Basics in Paperback or Kindle versions:

<https://www.amazon.com/FocusEd-Camera-Photography-Books/e/B09WXDYHLS?ref>



The CP+ 2022 show (which runs from February 22-27) is a major industry event and like previous years there were some big announcements. Sigma has revealed its first lenses for Fujifilm X-series cameras, while Panasonic has finally launched the Panasonic Lumix GH6, and OM System launched the OM-1, a Micro Four Thirds camera with some new features including a 'stacked' sensor. All the details in this edition!

We also saw both Sony and Canon announce they were the number one mirrorless brand, but how can they both be number one? Who is telling the truth? Well, the truth is both of them are, just using some tricky number crunching.

Sony stated that in 2021 they were the number one mirrorless brand and the number one full-frame mirrorless brand. Sony has a full lineup of full-frame cameras that are higher priced than Nikon, Canon, or other manufacturers. So in terms of sales value (\$\$), they are correct. However, a closer look at the data shows that Olympus has long outsold Sony, but Olympus does not have a full-frame, so Sony can still claim the number one spot.

Canon meanwhile claims to be the number one digital camera company, number one in mirrorless unit sales, and number one in full-frame camera sales. Again, this is some tricky selection of data points. Canon does sell the most digital cameras when you take point-n-shoot, bridge, DSLR, and mirrorless all together. Canon also sells the most number of mirrorless cameras, but they are at a lower price point than Sony who bases their number one slot on sales value. Canon also sells more full-frame cameras (DSLR and mirrorless combined), but Sony counts only mirrorless when they cherry pick their stats.

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What is the takeaway? It would seem like either brand is a great option and will likely be around to support their users with updates and new lenses well into the future, but... there is one caveat. Who is most profitable? None of these data points show us anything about cost of goods and therefore, we cannot really know, despite these claims, which one (or if both) will be around for the long haul.

Sony News

Well, Sony's boasting and media campaigns have garnered a lot of attention. This means their cameras are in high demand. As demand (and supply chain issues) create shortages we are seeing more and more resellers and scalpers buying them up (like so many other tech gadgets such as graphics cards and gaming systems). They then post them for sale on eBay and Amazon with prices that are waaaaay over retail. Our strong recommendation is to NOT buy from any seller in this way. Not only are you promoting a practice that causes higher prices for everyone, but in addition buying one this way will void any warranty! Instead, sign up for alerts with B&H Photo, Adorama, or other authorized sellers and grab one when the next restock occurs.

Canon News

Canon has big plans to release 32 new lenses over the next 4 years, that's an ambitious output of a new lens every month and a half! I will believe it when I see it, considering the delays, shortages, and supply chain issues we've seen recently. Currently there is up to a half-year wait to get your hands on the EOS R3 camera body. Almost all of the lenses in development are for mirrorless. So while new lenses are in development, we are still seeing more and more lenses for DSLR being dropped. Canon went from 21 to 9 available EF lenses this spring.

Canon's reasoning (from their press release) is that they currently offer 80+ lenses to choose from and only 22 are RF at this time. They are focusing on building out the RF lenses, but are still committed to their EF lenses. While they have discontinued select EF lenses, this process should be seen as optimizing, not an indicator of abandonment. Recent discontinued lenses are lenses with multiple versions available, technology that has been superseded by other available options, or are low volume lenses.

As an example of building out their RF lens line, Canon just filed a patent for a 200-500mm f/4 and a 300-800 f/8 lens both for full frame and they introduced two new super-telephoto lenses for RF, the RF1200 f/8L IS USM and RF800mm f/5.6L IS USM thus further expanding the R system.

Nikon News

Not to be outdone by Canon, Nikon has announced they plan to have 50 or more lenses for their Z mount by 2025. Again, I will believe it when I see it.

Rumors of two new primes – a Z 85mm f/1.2 and Z 800mm f/6.3 – will apparently be the next additions to its roadmap. The 800mm is listed on retailers like B&H Video as a new item and coming soon.

Cosina announced the Nokton D 35mm f/1.2 APS-C mirrorless lens for Z mount, the first Voigtlander lens for Z, and it has full electronic communications and shipping began in March for about \$700.

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With all of Nikon's concentration on the Z9 and other mirrorless bodies and lenses, there have been no rumors or hints at a new DSLR. It seems we may have seen the last "new" Nikon DSLR. Their last DSLR release was the D850 about 5 years ago.

There are also rumors that the Z9 may soon offer programmable custom shutter sounds. Want your camera to bark like a dog every time you take a picture? Nikon has you covered.

Lensbaby announced a new Soft Focus II Optic lens for Nikon F mount – if not familiar with Lensbaby – they offer a selection of one-of-a-kind special effects lenses. Their following are those who embrace a bit of imperfection or strangeness. They are very unique. This photos of a swing was taken with the Spark 2.0 (but on Canon).



Fuji, Olympus, Panasonic, Leica News

TTArtisan jointly announced with OM Systems (Olympus) that they will be joining the Micro Four Thirds System standard. This paves the way for more budget friendly third-party lenses for Olympus and Panasonic users.

Olympus announced their M. Zuiko 12-40mm f2.8 II Pro and 40-150mm f4 Pro OM Systems lenses. These will be the two most weatherproof camera lenses in the industry – rated IP53 (ingress protection). The previous best rating was IPX1. Pair either of these lenses with the new OM-1 (same IP53 rating) for a remarkable set up, but this still doesn't mean you should take your lens for a swim!

So let's take about that new OM-1 camera with a 20MP Four Thirds sensor (about 4x smaller than full frame). What it lacks in megapixels or "large sensor" benefits, it makes up for in fun! It is a compact, rain-proof, rugged companion with lots of features for creative in-camera shooting. It's like a smartphone crossed with a modern DSLR that you can go anywhere with. There are vast improvements in dynamic range and it features Live ND, which simulates adding a real neutral density filter to your lens (up to six-stops/ND64).



Sigma's debut lenses for Fujifilm X-series cameras finally landed at CP+. The three lenses are a 16mm f/1.4 DC DN, 30mm f/1.4 DC DN, and 56mm f/1.4 DC DN Contemporary. These are affordable new options for Fuji and are currently available for the Sony E mount, Canon EF-M, Micro Four Thirds, and the L mount with plans to expand the lineup – available in April. These lenses are just be the start of Sigma's new Fuji-friendly glass, with the company announcing that the 18-50mm f/2.8 DC DN Contemporary is "under development" for the X-Mount (schedules for Dec '22) and currently available for E and L mounts.

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Fuji users should also be aware that Fujifilm issued an important notice about a firmware incompatibility that can cause issues access files or file loss when using MacOS. They have been working on a fix, be sure to update!

Panasonic Lumix GH6 mirrorless was announced at CP+. It features 25MP and high resolution shooting of 100MP, 5.7K video, improved AF that is reported to be 3x faster, and new noise reduction. The full specs are now listed on major retailer sites.

Smartphone Photography News

Honor Magic4 Ultimate debuts at the top of DXOMark smartphone camera rankings. It is (according to press releases) the most powerful and versatile smartphone to date:

- 50MP Wide Camera with customized 8P Lens
- 64MP Ultra-Wide Camera with an unprecedented Dual Free-Form Lens
- 64MP Periscope Telephoto Camera
- 50MP Spectrum Enhanced Camera
-
- an additional brand-new custom-made image processor



According to DXOMark it is capable of delivering an outstanding experience, particularly in photo and zoom, while being among the first in video and with respect to the Ultra-premium segment, the Honor Magic4 Ultimate provides the best performance for almost all criteria (Overall, Photo, Zoom) and is very close to the top for Video performance.

The smartphone camera market is very competitive at this point. The Samsung Galaxy S22 Ultra was released back in February. It features a massive 108-megapixel lenses in its high-end smartphone cameras to capture more photographic detail than market rival Apple (even the new iPhone 13 Pro Max) with top-notch night photos and video.

- Larger pixel sensors – 23% larger to be exact – to soak in more light
- Optical image stabilization hardware that can absorb 58% more shake than last year’s model
- A more sensitive sensor to help minimize smaller movements and vibrations
- A new anti-flare lens glass to help produce clear, crisp pictures in both high- and low-light conditions
- Twelve-bit HDR, which helps manage nighttime video lighting
- An AI processor that is twice as powerful, which dramatically improves software performance
- Fully optical 10x zoom for better telephoto performance

Here's a fun kind of camera accessory that was demonstrated at CP+ 2022. The Digi Swap! The Digi Swap is a 'digital back' for your old 35mm film camera that lets you attach an iPhone to it, so you can shoot digital snaps that retain some of its analogue film character. The Digi Swap works with iPhone X and newer and they are working on adapters for other film types (like medium format) and phones.

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Other News

TTArtisan has announced a price increase due to the rise in raw material costs. Their price adjustments, like those for Canon and others, went into effect this spring, back on Feb 9th. They also announced a new Nikon Z mount wide angle 23mm f/1.4 lens for APS-C.

For film enthusiasts, CineStill has launched a new 400Dymnamic color negative film in 35mm and 120 formats.

BenQ has announced the world's first Pantone skin tone validated monitors – this is fantastic news for portrait photographers!

Sigma announced a new I-series lens in February, a wide angle 20mm f/2 DG DN Contemporary it is the widest all metal lens in their I-series. This lens is an exceptional choice for astrophotography along with landscapes and interiors. It is a compact size that could be used for vlogging as well. For now it is only available in the Sony E and L mount for about \$699.

Tamron has made some fantastic new lenses for Sony E-mount cameras recently, and recent patents suggest designs for an FE 20-50mm f/2.0 lens and a 24-70mm f/4.0, which could make for a lightweight, walk around travel lens. Another possibility is a 90mm f/2.8 macro lens, which was first patented back in 2020, with that patent receiving an update late last year.

Cosina announced a whole plethora of lenses at CP+:

- Voigtlander 50mm f/2 full frame for Z
- Voigtlander APO Lanthar 35mm f2 aspherical full frame for Z
- Nokton D 23mm f1.2 aspherical for APS-C for Z and for Fuji X mount
- Voigtlander VM-E Close Focus Adapter II allows users to mount VM and Zeiss ZM lenses to full frame Sony E

On its CP+ 2022 page, Venus Optics boasted that visitors would be able to "try out new products" and they did not disappoint – with 5 new mirrorless lenses:

- 25mm f/0.95 for Micro Four Thirds
- 33mm f/0.95 for APS-C for Sony E Fuji X Nikon Z and Canon EF-M
- Full frame 35mm and 45mm f/0.95 and 12-24mm f/5.6 Sony E Nikon Z Canon RF (plus Leica M on the zoom)

That's it for this edition, and remember this is the last one in this format! In the future, look for news on my Twitter @focusedcamera or subscribe to my Photography Newsletter (see link below to subscribe) for the big announcements. Now, get out and enjoy the beauty you can find in this world (whether sky and stars, animals, plants, architecture, or people) and take some photos!

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