

CAMERA INDUSTRY NEWS

April 2021 Issue

April Fool's Day brought some silly news stories, but this issue of our Camera News brings you the real facts and details from announcements and rumors during the month of March.

Sony News

If you don't already have your hands on the Sony Alpha a7RIV, which packs awesome resolution and 61MP into its compact body, you might want to think about getting one. Sony is adding more lenses to their mirrorless camera line. This last month they announced not one, but THREE, new compact prime lenses: a 24mm f/2.8G, a 40mm f/2.5G, and a 50mm f/2.5G. This announcement follows the launch of their high-end FE 50mm f/1.2G Master back on March 16th. Typically mirrorless cameras are small and lightweight, but the lenses are still heavy and not as compact, but not these lenses! All of these lenses are small, lightweight, and designed for both traditional photography and for video.



Image credit: Sony

Canon News

Think the 61MP Sony sounds fantastic? Well, the new high resolution Canon EOS R5 is rumored to have more than 100MP! While not officially announced, the trend in sensor resolution is more MPs and therefore would not be surprising.

Meanwhile, Canon has created the EOS Ra for Astrophotography. It boasts the ability to transmit four times the amount of Hydrogen Alpha light and will 30x magnification should get users some excellent images of the night sky.

Canon is also launching several "Creator Kits." These kits are for everything from WFH video conferencing to YouTube vlogs to full length feature films. Check out the EOS M50 Content Creator Kit here:

<https://shop.usa.canon.com/shop/en/catalog/eos-m50-video-creator-kit> or their Webcam Accessories kits [here](#).



Image credit: Canon / JPO

Are some aspects of "old school" photography going to go away? Today's autofocus is so good that most users never touch the focusing ring on their lens. It seems that maybe Canon is developing lenses that won't have the focus ring anymore. Newly applied for patents show touch control panels instead.

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In addition to the possible loss of the focus ring, perhaps DSLRs will be going bye-bye eventually as well (although we don't anticipate this will be anytime soon). What indicators are there? Canon (and Nikon) has started to discontinue some of their DSLR lenses. The EF 200mm f/2L IS USM is rumored to be discontinued starting this last month and the EF 70-200 f/4L IS II USM and EF 85mm f/1.2L USM II were officially discontinued as of March. This follows on the heels of two other lenses which were discontinued in February, the EF 40mm f/2.8 STM and the EF-S 60mm f/2.8 Macro USM. Meanwhile, the number of RF lenses continues to increase. All of these indicators seem to point to growth in the mirrorless market and eventual phase-out of the EOS line.

Something AMAZING!

Have you heard about the incredible new tool available in Adobe Camera RAW? It's called Super Resolution and it lives up to its name!! So what is it and what does it do? Well, their AI has used machine learning (trained on millions of images) to learn how to upsize images to quadruple their original resolution. What does this mean? It means some of those older lower resolution photos you thought were junk can now be upsized into usable prints and enlargements! Does it work? On the few images I tested it with – YES! And it is amazing!

How to you do it? Open Adobe Bridge. Right click on the file/image to open it in Camera RAW. In Camera RAW, right click and select Enhance (or use CTRL+SHIFT+D). Prepare to be speechless. And don't be fooled by the Camera RAW name, it works for JPEGs too!

My favorite place to view videos and tutorials for Adobe products is the Photoshop Training Channel. Here's their video on using this new tool: <https://youtu.be/izJHaC6sKPY>

Other News



The GO 2 ultra-compact action camera (that weighs less than 1 ounce) was announced by Insta360 this month. It has an impressive list of features: high-resolution, video, waterproof, stabilization, tiny size, ND filters (sold separately), and more. This tiny but mighty action camera can film inside the action like no other camera and without getting in the way. Great for sports and outdoor photography, but also for vloggers and so much more.

Gitzo announced their "ever-lasting" tripod – the Legende – with an unlimited warranty and free replacement parts should anything ever go wrong. It's the tripod for a lifetime and made of carbon fiber. It's meant to counteract our current "disposable culture" but for now is just in the crowdfunding phase. We certainly hope it comes to fruition! You can join the crowdfunding on their indiegogo page here: <https://www.indiegogo.com/projects/gitzo-legende-tripod-and-backpack#/>

Additionally, they are also offering their new backpack, developed for travel photography, and it's the perfect companion for the tripod and all your camera gear.

