

Manufacturers offer autofocus lens — for a price

By Sandy Colton
AP Newsfeatures

As I promised in my last column, here is some more information on the new products shown at the recent Photo Marketing Association show in Chicago.

Some of you have written to me about getting an autofocus lens for your older SLR. Check out Tamron's Adaptic AF 70-210mm F4. With Tamron's Adaptic mount system, the lens can be mounted on virtually any SLR system, old or new.

An internal focusing system makes for faster autofocus while holding down the size of the lens. The toughest thing to swallow may be the price; it has a suggested list price of \$525.

Vivitar has come up with two autofocus zoom lenses — a 28-70mm f3.5-5.6 and a 70-200mm f4.5. These

come with mounts for a variety of existing non-autofocus SLRs. While Vivitar isn't adaptable to as many cameras as the Tamron, you'll find the price a little more reasonable.

Do you wish you could use special effects filters on your small point-and-shoot camera? Your wish has come true. Cokin has designed a creative filter system for compact cameras.

Next time you're in a camera store, check out the Cokin filter booklet that illustrates all the effects you can create by using the system.

For the pros among you, Nikon has introduced two new lenses that may be of interest to you — a 500mm f4 with internal focusing and a new 180mm f2.8 lens, also with internal focusing, that is smaller, lighter and sharper than its predecessor.

From Kodak there's a new Ekta-

camera angles

chrome 100 Plus professional transparency film. Early users claim the colors seem brighter and that an old bugaboo, Ektachrome blue in the shadow areas, has disappeared.

FOR WEDDING and portrait photographers, Kodak has a new Vericolor 400 professional film. The new film utilizes Kodak's T-Grain emulsion that provides fine grain and high speed.

What's the difference between "professional" films and the amateur variety? Except in cases such as the improvements mentioned here, usually it is the aging of the

film. Professionals use a lot of film quickly, so they buy a film that is pre-aged and at its peak. This film should be shot and processed quickly or kept under refrigeration.

In contrast, because most amateurs shoot only a roll of film or so a month, amateur film is designed to ripen on the shelf or in the camera.

In either case, professional or amateur, the film has been designed to give the optimal result. Invariably, improvements in professional films eventually drift down to amateur films, so everyone will win in the end.

Fuji has leaped over Kodak again

in the disposable camera market. Kodak recently introduced its Flang 35mm disposable camera. Fuji, which was first with its disposable 35mm Quicksnap, has now introduced a new Quicksnap with a built-in electronic flash unit!

The new camera, to be available early this summer, is loaded with 24 exposure Fujicolor Super HR 400 film. The camera will list for \$13.95. Fuji will continue to market its non-flash Quicksnap, too.

With these new disposable cameras, you take the camera and all to any photo processor to have the film processed and the prints made. You do not get the camera back. The disposable camera is an ideal substitute for more expensive equipment when you are shooting on a sandy beach, around salt water or on the ski slopes where the elements might damage more expensive film.

"Tween" market with a new camera it calls "Cool Cam," designed for the 9- to 14-year-old. It comes in a striking pastel pink and gray or hot red and black. Each camera comes with color-coordinated pink or red designer sunglasses and matching shoulder bag.

It uses the newly-introduced Polaroid 600 Plus film, an improved instant film that matches the brightness of Polaroid's Spectra film line. Suggested list price for the outfit, which includes a \$10 rebate through the rest of 1988, is \$69.

For owners of the Minolta Maxxum 7000 or 9000 AF cameras, Minolta has introduced a still video system. Included are special backs that fit onto the cameras, a still video recorder, a printer and a floppy disc. Some 25 to 50 images can be recorded on one disc and then played back through a TV. Small color prints can be made with a printer.

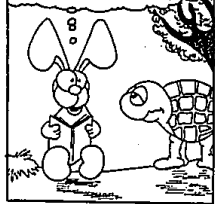
Cost? A lot!

POLAROID is going after the

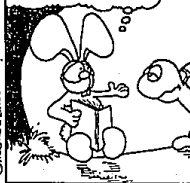
Grumblecord

by Neal Levin

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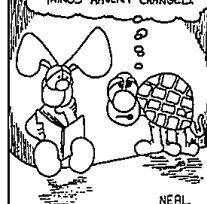
AND RONALD REAGAN WAS ONCE SELECTED AS THE MAN WITH THE MOST NEARLY PERFECT BODY AT THE UNIVERSITY OF SOUTHERN CALIFORNIA.



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