



Happy Holidays! We know this month is filled with family, parties, too many items on your to-do list and lots of hustle and bustle. This month, let us make things a little easier by providing great holiday photo tips as well as suggestions for the best gifts for loved ones this season. You'd be amazed at how easy some of our photo gifts are to create, and they don't take much time or money, so stop by the store and see what we have for you!

Please remember to call, email, or stop in if you need help finding that perfect present. We're standing by and ready to help.

The Basics: Creating a Holiday Home Video

When it comes to shooting holiday video, many of us simply hit the 'record' button and shoot whatever is in front of us. Maybe we ask people to say something; they offer an awkward smile and a wave and we're off to the next unsuspecting family member. This year, take a few basic tips and let them transform your home video from amateur to extraordinary!

Beat the Crowds: If possible, take a few moments to video the surroundings before guests arrive. Zoom in on the decorations; shoot video of the tree, the presents or a cherished family photograph. If you have holiday lights or decorations outside the house, shoot some video of the front of the house as well as any snow or frost in the area. During the editing process (and editing is easier than you think), you can use these moments at the beginning of the video or as part of a transition.

Capture the Kitchen: Everyone knows that most of the real action happens in the kitchen! Capturing the conversations of family members reminiscing about holidays past, cooking together and enjoying one another's company can make for a very personal and memorable holiday video. Try to stay back a bit—zoom in if possible—but keep your physical distance. You don't want to intrude or hinder the natural flow of the conversation with your presence.

Get Some Support: This is one of those times when a tripod is an invaluable tool. Not only will it help you keep your shots steady, it can also become a fixture in a room—people will get used to it after awhile and you can capture more natural interactions. In fact, you can leave your camera running in one location for a bit; you'd be amazed at some of the unscripted gems you'll record. Just keep an eye on your recording time! We have a number of high quality tripod options—just consider it an early Christmas present!
<http://www.promaster.com/tripods>

The Fun Interview Corner: Consider creating a small studio in the corner of a room to have friends and relatives share stories and sentiments on video. Offer lead-in questions such as, "What do you love most about the holidays?", "What is your favorite holiday tradition?", or "What is your funniest holiday memory?" Consider

using an attractive chair and a small table with a family photo as shooting location. Also, pay attention to lighting—you don't want your subject to appear harsh or washed out. Experiment with existing lighting and consider adding a small fill light if necessary.

Editing with Ease: If you're new to video editing, get ready for a fun adventure! Don't feel that you have to be proficient immediately. Instead, enjoy learning the basics—you'd be amazed at the quality of projects you

can create with even the most basic software programs. Here are just a few programs for you to consider (please note we are not endorsing these choices, only sharing with you the most highly rated options):

- Adobe Lightroom
- Adobe Premiere Elements 9
- Apple Aperture
- Apple iMovie '11
- Corel Digital Studio 2010
- Cyberlink PowerDirector 8 Deluxe
- Windows Live Movie Maker 2011

Short Clips for Sharing: You can create short clips to share on Facebook, YouTube and on your personal blog. It's a great way to connect with distant loved ones who were unable to attend.

The Perfect Gift: Once your video project is complete, send copies to everyone on your family gift list. Your storytelling skills will be warmly appreciated and your project will likely be one of the most valued and personal gifts your family has ever received.



Stocking Stuffers for Your Favorite Shutterbugs!

Give the gift of storytelling this holiday season by stuffing some stockings with high quality photo accessories! You're guaranteed tons of smiles and hugs when these little beauties are unwrapped.

Memory Cards: Ok, maybe not the slickest, fanciest gift but one of the most practical things to put under the tree. A high-capacity memory card will make sure the shooting doesn't have to stop because the camera card filled up too quickly! We have many high-capacity, high speed models here and all are priced to move!

<http://www.promaster.com/memoryy>

Protection Filter: If you choose one photography accessory this year, let this one be it! The PROMASTER Digital HGX Protection Filter is a crystal clear, colorless filter that is designed specifically to protect your valuable lens surface from scratches, smudges, dust, dirt and grime.



Try our fingerprint test—you'll be amazed!
<http://www.promaster.com/digital>

It's in the Bag!: Professionals will tell you that the right bag can make all the difference in keeping gear organized, protected and easy to transport. We've got models to handle all lifestyles and needs from compact models, rolling bags, messenger bags and more—we can find the perfect choice to make the ideal gift this holiday!
<http://www.promaster.com/bags>

The Gift that Glows!: If you have an aspiring professional photographer on your gift-giving list, consider choosing a quality studio light or accessory. The pros know how critical it is to be able to manipulate and control light when photographing a subject and nothing can take the place of the right tools. We've got high quality stands, adapters and more. <http://www.promaster.com/studio>

The Inside Scoop On the Hot MyMüvi FaceCam HD

Are you tired of lugging around that heavy video camera around? Do you often decide to leave your camcorder at home because it's just too cumbersome and difficult to manage when you're out and about? If so, you're not alone. We need our electronics to be easy to carry and use in our increasingly mobile lifestyles.

If you're looking for an alternative—either for yourself or as a gift this holiday season—consider the MyMüvi FaceCam HD. This little wonder is considered 'shirt-pocket' mobile; its slim design can go anywhere, making sure that you no longer miss those special moments. You'll be prepared to capture all the action, funny kid conversations and holiday happenings without missing a beat.

It also doubles as a still digital camera with its 5 megapixel resolution, allowing you to record both stills and videos with one tiny device. It records in 720p HD, giving you high quality videos all in a device that fits in the palm of your hand, in a shirt pocket or small handbag. The price is perfect for gift giving this season, so stock up while we have them! <http://www.promaater.com/MyMuvi>



Tips for Photographing Holiday Lights



When it comes to photographing holiday lights, knowing a few tricks can greatly improve your chances of capturing images that truly represent the beauty of the celebration of light before you. Some people think that you need an expensive camera

or an elaborate setup to photograph holiday lights, but in truth, you can work wonders with a standard point-and-shoot and a little knowledge of how to balance light.

Tracking Different Ambient Lights: Photographing holiday lights means keeping track of the diminishing ambient light—most notably, the sun as it sets. You'll get the best results photographing lights BEFORE it gets dark. During the dusk period, you'll find a nice balance of diminishing ambient light contrasting with the holiday lights, which means you'll be able to see more objects in the background.

Try Tungsten: Set your custom white balance to tungsten, just as you would if you were photographing something indoors without using a flash. Holiday lights are balanced for tungsten lighting

Tips for Photographing Holiday Lights (cont'd)

and this will give your images a warm contrast between the sky/ background and the lights.

Composition Counts: When it comes to photographing holiday lights, use a good portion of the evening sky in the background. It will help to better highlight your subject and will add interest to the image.

Bring Your Tripod: Using a tripod is especially important in shooting holiday lights. It will provide stability, which is particularly critical with low-light photography, and will keep your shot properly framed as you continue shooting as the evening light transitions to black.

Take Ten Shots (Over Ten Minutes): Once you have everything set, begin taking a photograph every minute or so. Your eyes may not register the gradual changes so track the time with your watch or cell phone. Then, shoot every minute or so over a ten to fifteen minute period. You'll see the changes in evening lighting as you scroll through your shots.

Photographing holiday lights is a fantastic way to stretch your creative skills and capture the beauty of the holiday season. Don't be afraid to experiment; some of the most amazing images are captured when we try new things!

The Often Overlooked Fantastic Photo Gift



If you're looking for that special gift, why not start with something you love and already have at home? Just get on your computer and find one of your favorite family photos and bring the image into our store. We'll enlarge it on high quality photo paper and, once you choose one of our gorgeous frames, we'll transform that photograph into a lovely gift perfect for display! It's a simple idea but one that always delights. Bring in your photo today and let's get started!



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