



PIR Names 5th Annual Rudy Award Winners

Woodbury, NY—*Photo Industry Reporter* is pleased to announce the winners of the much-anticipated 5th Annual Rudy Awards. Named in honor of the irrepressible Rudolf Maschke, who along with Ed Wagner founded *PIR*, the Rudy Awards are bestowed each year to those products exhibited at the Photo Marketing Association trade show that our writers judge to be ingenious, fascinating or possessing a certain indefinable edgy quality. Here are our choices for 2010, in random order.



Minox DCC 5.1

Minox created a niche market for its jewel-like digital "classic cameras" that resemble mini Leica Ms and Rolleiflexes, but its Digital Classic DCC 5.1 is more than a novelty; it boasts 5.1MP and an 8.7mm f/2 Minotar lens to turn out 8x10s and 11x14s. Combining today's technology with the timeless elegance of 1950's German design and engineering, the miniaturized DCC 5.1 is styled in a 1:3 scale with the exquisite detailing of a Leica M 35mm rangefinder, down to the patterns on the lens and dials. Powered by a Li-Ion battery, it features a 2.0-inch LCD, an attachable viewfinder, 128MB of memory, SD slot and the ability to record AVI video. Minox offers optional accessories—a tele- and wide-angle converter, a close-focus lens, leather cases for the viewfinder and camera, a soft strap, wrist strap and a classic flash—but the 5.1 comes with a retro-looking chrome-plated brass lens cap, a leather strap, a satin-lined wooden box, a power pack and cable. The 5.1 is offered in gold, chrome and white. \$249. minox.com

Your Photo On Canvas Custom Canvas Prints

YPOC debuted a complete line of canvas print offerings and an aggressive retail partnership program designed to add profit centers and drive customer traffic. The retail program is supported with in-store merchandising and online order processing for turnkey simplicity. When YPOC was established in 2007, founder Adam Malovani had the idea of manufacturing "a product of superior quality that was easily available to consumers, and offered exceptional value." In 2008, YPOC joined with Harvest Productions, a provider of fine art reproductions. The merger gave Malovani access to proprietary print-on-canvas technologies and a 50,000-square-foot production facility. Now, whether for a mass-market retailer, an independent specialty retailer or pro photographer, YPOC provides a customized program with turnkey efficiencies designed to add profit while providing customers with a unique way to share photos. Most orders ship in four days. yourphotooncanvas.com

Think Tank Photo Hydrophobia Flash 70–200

A water-resistant seam-sealed rain cover for 70–200mm and smaller lenses, the Hydrophobia Flash 70–200 includes a built-in flash protector. Featuring side arm holes for focusing and accessing switches, it allows DSLRs to be turned vertically. Without exposing the camera and lens to the elements, photographers can change memory cards and batteries without taking off the rain cover. "The problem with other covers is that holes have to be cut into the top of the cover, and then using a special camera strap, the user has to unclip the camera strap from the camera, feeding it through the top of the cover," said Doug Murdoch, Think Tank's CEO and lead designer. "We eliminated this problem by creating a system that automatically transfers the weight to the rain cover, while still keeping it water resistant." Other features include: a clear window for viewing the LCD and controls; fabric cover for the end of the lens; an eyepiece storage pocket; and a mesh bag. \$145. thinktankphoto.com

VistaQuest Single-Use Digital Cameras

Scheduled to ship in September 2010, this lineup of four easy-to-operate single-use digital cameras is designed to provide users with a worry-free method of capturing images for uploading to social networking sites and creating photo books and other photo products. The cameras carry retail prices beginning at \$7.99. All four provide a USB cord to allow a single download directly to a PC. Digital On-The-Go models have varying features: the VQ10 has no flash and no LCD screen; the VQ20 has a flash and an LCD screen; the VQ15 has a flash and no LCD screen; and the VQ25 has an LCD but no flash. All utilize a custom-made DSP and a CMOS sensor and will capture 40 JPEG images of high enough resolution to print out as 5x7s. vistaquestusa.com



AgfaPhoto USB Flash Drives

Photo-imaging wholesaler Gamla Enterprises is launching AgfaPhoto-branded memory solutions, including cards and USB flash drives, in North America as part of a global expansion of AgfaPhoto's products. The line includes 2GB, 4GB, 8GB and 16GB SD cards and microSD cards that come with a case and SD adapter. AgfaPhoto portable storage includes USB flash drives in 2GB, 4GB, 8GB and 16GB units for PC-to-PC data transfer. Each capacity has a different color band to indicate the size of the drive. Consistent with AgfaPhoto's new worldwide identity, the products sport packaging designed to capture consumers' attention. Custom retail displays will also carry the updated design that features the AgfaPhoto logo with its iconic red "sensor dot." gamlaphoto.com



Panasonic Lumix DMC-TS2

The 14.1MP DMC-TS2 features high-def video recording in the AVCHD Lite format with Dolby Digital Stereo Creator, and it's waterproof to 33 feet, shockproof to 10 feet, freezeproof to 14° F and dust-proof. Its airtight body uses rubber padding and reinforced glass and carbon on the inside and is encased with shock-resistant material; a folded optics design protects its lens, while a damper absorbs shock impact. Other features: "sonic speed AF" that specs state locks in 0.24 sec wide-end and 0.28 sec tele; a 0.005-sec shutter release time lag; a 2.7-inch LCD; Power OIS, which doubles the repression power of Mega optical image stabilization; a 28mm Leica 4.6x optical zoom lens that extends to 6x without degradation; high dynamic mode; intelligent scene selector; intelligent ISO control; intelligent resolution; and intelligent exposure, with iA functions available in video mode. The TS2 works with SDXC cards and comes in silver, blue, orange and yellow. \$399.95. panasonic.com



Pandigital Photo Mail LED Digital Photo Frame

Consumers no longer need a computer to access the latest digital family images; they can just send them to this innovative digital frame that has its own e-mail address, powered by HP's Snapfish. It connects via AT&T's wireless network, and service should be available early this year. The Photo Mail frame features an 8-inch 800x600-resolution backlit LED display with a standard 4:3 aspect ratio, as well as 1GB of flash memory, good for displaying up to 6,400 images using Pandigital's memory optimization mode. It can also be loaded with photos via its built-in six-in-one card reader or by direct connection to a camera or computer. Images can be rotated and resized, brightness and color settings can be changed, and the Photo Mail frame can play back AVI video and MP3 music files. Its traditional wood frame, photo matting and glass screen cover are designed to blend with any decor. \$149.99, which includes 300 e-mailed photos (additional photo allotments may be purchased directly from Pandigital). pandigital.net

