

PHOTOGRAPHY EQUIPMENT TO LOOK FOR IN 2015

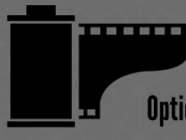


1 Sony A7 II

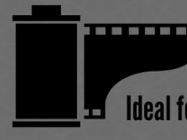
The a7 and a7R may be two of Sony's most exciting digital cameras to come out in more recent years. These full-frame mirrorless cameras are much smaller than other full-frame interchangeable cameras on the market. The recently released Alpha7 II offers an optical low-pass filter and features a 24 megapixel CMOS. According to Sony it is the world's lightest interchangeable lens full-frame camera. It's fast Hybrid AF with phase-detection offers DSLR-like speed to capture images without missing a beat. Ideal for natural shooting and capturing the beauty of full frame images. Purchase with the 28-70mm full frame lens for \$1,699.99 at Sony.com



Mirrorless Camera



Optical Low Pass Filter



Ideal for Natural Shooting



2 Canon EF 100-400mm L IS II

After rumors of this lens circled for close to 10 years, Canon has recently redesigned their compact supertelephoto zoom lens and developed this beauty. The long anticipated EF 100-400mm lens now utilizes a rotating zoom ring for exact adjustments and weight balance. Its impressive zoom torque adjustment provides personalized zoom tension settings so they are up to your standards. The new lens comes with 3 Image Stabilizer modes and includes an ET-83D lens hood. With a 4.5-5.6 focal range, this lens is perfect for everything from portrait photography to landscape and sports photography. Purchase it now for \$2,199.00.

3

Number of Stabilizer Modes

4.5-5.6

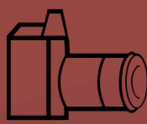
Focal Range Length

\$2,199.00

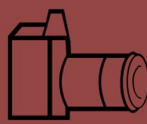
Price

3 Nikon AF-S NIKKOR 300mm f/4E PF ED VR Lens

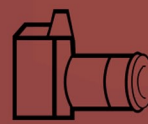
NIKKOR is now the world's lightest 300mm full-frame AF lens. Its fast f/4 maximum aperture and nine-blade diaphragm produce stunning images in nearly any light or distance with amazing sharpness and contrast. The Vibration Reduction (VR) mode is ideal for sports and action photography, delivering incredible image stabilization for any shoot. This lens was showcased at the CES 2015 and is available for pre-order at \$1,999.95.



World's Lightest 300mm Lens



Ideal for Sports Photography



Vibration Reduction



4 G-Technology's G-DRIVE ev Raw

G-Technology has announced a new collection of portable hard drives that are designed to withstand drops onto concrete, water, and more. It is 35% lighter than the original G-DRIVE ev, and is shock resistant to 1.5m/4.9ft using a built in "Rugged Bumper". This portable hard drive is perfect for traveling photographers who may be shooting for extended periods of time out on the field. Keep your images safe on the go. Transfer images at lightening speed and enhance your editing workflow. It comes with a USB 3.0 cable and is priced at \$129.95.



Shock Resistant to 1.5m/4.9ft Drop



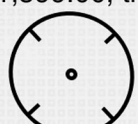
Great for Traveling Photographers



Reasonably Priced at \$129.95

5 Fujifilm XF 50-140mm F2.8 R LM OIS WR Lens

This lens is big, bold and powerful weighing in at 2.19 lbs. Its amazing telephoto zoom is designed to capture images with an aperture range of f/2.8 to f/22. For photographers traveling cross-country that may be enduring extreme weather conditions, this lens is built with 20 distinct weather seals to protect against anything from moisture to harsh dust storms. The zoom lens can be used in cold conditions as low as 14°F. It offers consistent performance with an amazing zoom range for long-distance photography. Running at \$1,599.00, this lens means business.



f/2.8 to f/22 Aperture Range



20 Distinct Weather Seals



Great for Long Distance Photography

Sources:

<http://www.dpreview.com>
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<http://www.the-digital-picture.com/Reviews/Canon-EF-100-400mm-f-4.5-5.6-L-IS-II-USM-Lens.aspx>
<http://www.nikonusa.com/en/Nikon-Products/Product/Camera-Lenses/AF-S-NIKKOR-300mm-f%252F4E-PF-ED-VR.html?cid=web-0115-300mm>
<http://www.g-technology.com/photography>

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