

Photo *Your* Experts



Summer has arrived! June is bringing warmer weather, a break from homework and the promise of impromptu getaways. It's also a time to celebrate Dads and grads, which means we've got some great gift ideas for the special people in your life. If you're planning a road trip – or even just decide to head out at the last minute – check out our tips for taking fantastic photos while out on your adventure. We have a checklist to keep your gear bag in tip top form all summer and a secret weapon to fight flare, a common issue when photographing in the strong sunlight. Remember to stop by the store or check in with us online so we can see your vacation photos and show you how to turn them into something special.

Recording Your Road Trip

Road trips are a favorite American summer pastime – and with good reason. The idea of packing up the car for an impromptu weekend adventure or a two week traipse across the country is appealing and exciting, especially to those with a love of photography. The promise of new and spectacular scenery compels us to grab our gear and get going. Here are few tips to help you capture the magic as you take the trail:

Check Your Gear: Make sure everything is in order (you can use our travel checklist in this issue) before hitting the road. Adding an extra camera card and battery pack is also an excellent idea to make sure your gear is fully functional during the entire trip.

Stock Your Car: Comfort is key when hitting the road so remember to pack water bottles, snacks and a travel journal, along with sunscreen, a blanket or towels and your set of jumper cables.

Look for Landmarks: Photographing popular landmarks in your destination may be a common activity but your viewpoint will make the images unique. Play with perspective, play with poses and have some fun. It's fine to start with a traditional group photo but branch out and get silly – you'll love the end result and so will your Facebook friends!



Keep it Local: If you're a foodie that loves to share dinner photos, make sure you choose a fun and local establishment to add authenticity. The waiters and staff will often gladly pose for photos and even take one or two for you. Local people and eateries make great road travel photography so keep your eyes open for the unfolding of what will surely be that perfect picture.

Picture a Photo Map: When the trip is over, have some fun with your photos by placing them a top of a map of your travels. Select a few of your favorite and superimpose them on top of the map, print it and display it as a reminder of your adventure. You can then bring the entire media card and we'll create a photo book or other memento of your trip. Stop by and see what we can do!

Fight Flare with Our Secret Weapon

When it comes to summer shooting, one common obstacle that interferes with fantastic photos is the issue of 'flare.' Flare can occur when you're shooting in the direction of the sun or some other strong light source. Flare often appears as a streak of light or washed out light source covering a portion or all of an image.

To combat flare, consider purchasing a lens hood because it's one of the most effective ways to eliminate this troublesome issue. This accessory is inexpensive and provides a number of benefits. In addition to reducing flare, a quality lens hood can also provide some protection from dirt or scratches as the hood's design makes it more difficult for these items to come into contact with your lens' surface. A lens hood can also protect against fingerprints and oils from your hands.

The ProMaster Universal Lens Hood is specially designed for the wide focal lengths required by today's digital SLR cameras. Its "petal" shape design is instrumental in helping to reduce glare while minimizing the potential of image vignetting. Pick yours up here: <http://www.promaster.com/products.asp?product=SYSPROHOODN>



Our Fantastic Father's Day Gift Guide

Dad is our rock, steady and reliable and available when we need him. This year, make Dad's day by giving him some fantastic photo gear sure to show him how much you appreciate all he does!



STAY CHARGED & READY:

Whether Dad has a weekend golf outing or a cross-country vacation planned, our ProMaster Universal Go! Charger will keep his favorite devices ready and fully charged. The Go! Charger can handle anything with a standard lithium ion battery and can also serve as a power source for iPhones, iPads or any USB-powered device. It's a must have this Father's Day...and maybe you'll need one for yourself, too! <http://www.promaster.com/products.asp?product=9553>



DADS PREFER PROFESSIONAL TRIPODS:

This Father's Day, show Dad how much he means to you by giving him a high-quality professional tripod. ProMaster's Professional line of tripods is top-tier while remaining budget friendly. The full-featured tripods are light, versatile and easily adjusted. Trust us when we tell you that Dad will be thrilled with a ProMaster Professional tripod this year. Find the perfect one here: <http://www.promaster.com/products.asp?CatID=300&SubCatID=6>



SHARE PHOTOS WIRELESSLY & EASILY: The ProMaster Multifunction WiFi Card Reader is the ideal on-the-go solution for sharing images, music, and other files with your mobile and WiFi enabled devices (iPad, tablet, smart phone and more!).

The Multifunction WiFi Card Reader reads Compact Flash, Secure Digital (SD, SDHC, SDXC, Micro), and Memory Stick flash memory cards as well as has a built-in USB hub, which supports USB memory sticks and USB hard drives. The built in 1500mah battery will give you more than four hours of continuous operation. It also works in wired mode, connected to your computer, as a full featured card reader and USB hub. <http://www.promaster.com/products.asp?product=6882>



BET ON BINOCULARS:

The summer means baseball games, traveling adventures, road trips and more. Our high quality ProMaster Infinity line of binoculars provide crisp, clear optical performance coupled with a compact design ideal for travel as

they can be tucked into small bag, photographer's vest or camera bag. These binoculars use extra low-dispersion ED glass and are 100% waterproof, dustproof and fog proof. We have several models, all perfectly-priced for gift-giving this Father's Day. Check out our selection here: <http://www.promaster.com/products.asp?CatID=60&SubCatID=1>



Get Your Gear Ready for Summer Adventures

How many times have you grabbed your camera bag for a trip and realized that your battery is dead or that you're missing an important accessory? To get ready for summer, use our simple list to help keep you on task and ready for anything!

- Pack duplicate AA or rechargeable batteries
- Pack removable hard drive and WiFi card reader to offload images for safety
- Pack additional media cards, USB cable and other accessories
- Charge batteries completely before leaving
- Don't forget a lens cleaning kit!

<http://www.promaster.com/products.asp?product=5513>

- If possible, try to keep your gear together at all times in a primary camera bag (we have some excellent choices here:

<http://www.promaster.com/products.asp?CatID=40>



By keeping all your items in one location, you'll be better prepared the next time you're ready to hit the road.



Need a Gift for Your Grad? Try The Selfie Stick!

ProMaster's popular compact camera boom is the perfect graduation gift because it encourages creativity by adding perspective and excitement to photos and video. Affectionately called the Selfie Stick, it's perfect for taking selfies or group shots, getting above the action with video, or getting better sound when used as a microphone boom. The "Selfie Stick" makes it easy! Use it with any device with a standard tripod mount or attach your camera phone with the included phone mount. Your grad will see her Instagram 'likes' and comments go through the roof with this clever little accessory!

<http://www.promaster.com/products.asp?product=6168>

