

# Photographic Problems To Overcome When Traveling

by Mark P. Bixby

Mark P. Bixby, professional photographer, now in his 21st year in business, is an avid hunter, trapper, fly fisherman and outdoorsman. He grew up in State College, PA (the home of Penn State University). In 1956, after spending a year in the Philippines, he traveled around the world with his family stopping in the cities of Hong Kong, Bangkok, Calcutta, New Delhi, Cairo, Addis Ababa, Athens, Rome, Paris and London. He graduated with a BS in Pharmacy from the Philadelphia College of Pharmacy in 1963. After 16 years in retail pharmacy Mark opened his own portrait studio business in 1979.

As a professional portrait photographer he has won trophies, ribbons, and awards for excellence in photography from such prestigious organizations as the Professional Photographers of America, the Professional Photographers of Pennsylvania, the Professional Photographers of Northeastern Pennsylvania, and The Eastman Kodak Company. Besides portrait and event photography, Mark's interests in nature and wildlife have taken him to Kenya, Egypt, and Panama with The National Institute for Exploration. His photographs have been published in two books produced by the Institute, "Egypt - Images of adventure" and "Project Kenya". Mark has taught photography at all levels from private one-on-one sessions to the continuing education courses at Mansfield University, and the Pennsylvania College of Technology. He has been a speaker for professional photography organizations in both Pennsylvania and New York.

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## MONTHLY THEME CONTESTS

### FEBRUARY TOPICS

SHADOWS  
LOW

### MARCH TOPICS

SUNSET/SUNRISES  
RED

# Listen to Lisa!

Hello.....

I am really looking forward to this meeting. I think that the program will be great! The program will be about photography while travelling. Because I love to take pictures on my travels, as I am sure we all do, I am extra curious to hear what Mark Bixby has to say.

We will also be discussing all of the exciting information that comes from the show committee meetings. We have a lot going on in the future with our show at the museum and the one at Penn College. Remember, talk to us if you are interested in helping us. Since we have no show chair, the April show is going to take a lot of members coming together to get everything done. Just think of the great feeling you will have at the end of the show knowing that you took part in making it happen! Come attend the committee meeting on March 12 at PMI on the corner of Rural and 5<sup>th</sup> Ave. Don't worry, we promise not to throw all the big jobs on your lap....

If you receive this before Mardi Gras is over, don't forget to get out on the streets of Williamsport and take some pictures. This will be a good time to practice your night shots. Just think of all the fun and excitement you can capture on such a festive occasion. The parade is going to be fun this year. Maria Daniele is in charge and said that she has a lot of additions to the parade, including jugglers and clowns. Last year there were a bunch of motorcyclists driving in the parade with their Mardi Gras masks on. That would have made an amazing picture.

Until Mardi Gras.....or the meeting.....

Don't forget to renew your Membership!

I will see you on Monday....

*Lisa*

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## A Pixel's Worth A Thousand Words

(from Studio Photography and Design, text by Elisabeth Hinckley, Jan 2000)

Many high-end commercial photographers are starting to integrate the various elements of digital workflow into their production process. But when it comes to going totally digital, the main concern is how to retain the quality traditionally achieved by film, drum-scans, and high-end custom prints when using today's digital technologies.

One major obstacle in digital imaging is the pixel. A digital image is nothing more than a matrix of pixels, and when these pixels are enlarged too much they fall apart. An obvious solution is to eliminate pixels from your image files.

Altamira has developed the software that allows you to do just that. Genuine Fractals, a plug-in used with Adobe Photoshop and compatibles, lets you to scale up (enlarge) or scale down (reduce) files using advanced proprietary Fractal and Wavelet technology.

**REPLACING PIXELS IS A PLUS.** Altamira's Genuine Fractals, which replaces pixel-based images with more compact mathematically expressed descriptions, is an integral part of the digital imaging workflow. When an image is encoded into the Genuine Fractals (.STN) format, it throws away the pixels and replaces them with a mathematical representation of the image. At this point, the image acts in a similar manner to a vector file, which is essentially resolution independent. When you open your .STN image in Photoshop, it puts up a fractal grid and then re-renders the pixels back into the image on the grid.

**LOSSLESS A WINNER.** Genuine Fractals offers a Lossless Compression option of from 2:1 to 4:1, depending on the complexity of the image, which is truly lossless. To test this, subtract your STN image from your TIFF image (this only works at 100%) and you are left with a new document that is completely black. Every pixel maps exactly the same, because even at 2:1 compression, it is completely lossless.

Once you've rid your image of pixels, you have a very flexible image. Now you can change the resolution of your image and work in pixels, inches, percentages, centimeters, etc., and change the number of pixels per inch on the fly.

**THE NEW GEOMETRY.** When you create an image within a Photoshop document, it produces new pixels, and is essentially the same as sending your document to a RIP (Raster Image Processor) device. With Genuine Fractals, you are RIPing your image to a fractal grid so you're not bound by the horizontal and vertical. Why? Fractal geometry is not made up of straight lines, but describes natural shapes, renders the pixels back, through the grid, and scatters them rather than arranging them in an even, predictable pattern.

Once you've saved an image into an STN file-that, it. You need only create an STN file once. No more creating multiple files with varying sizes and resolutions. Work on a medium-size format for editing and color correcting, resize to a smaller file for storage or transmission, or transmission, or enlarge the file for output. Genuine Fractals software also gives you the option of selecting an area of interest and scaling and outputting that area only.

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Genuine Fractals is the most accurate way to enlarge a picture because it preserves image detail, color space, ICC color profiles, alpha channels, and vectors. You can maintain the quality of the information that is already imbedded in the image, even as you scale up for enlargements and down for editing and storage.

You also have the option of choosing Visually Lossless for compression. With this option, you discard a lot of data, and only save what is visually perceptible. Your compression ranges between 5:1 and 14:1, which saves a tremendous amount of disk space, since the 80 percent of the data that is removed is below what we have the ability to see. When an image is scaled, then saved as Visually Lossless, the savings are even greater – 10:1 to 80:1, or more.

Many photographers are concerned about the transition to digital because they assume they need to work with very high-resolution files in the 100- to 300MB range. However, several high-end digital cameras provide an 18-30MB file, which, when combined with Genuine Fractals, yield the same high-quality results usually associated with traditional film photography methods.

**NEW AND IMPROVED.** Today good, efficient digital workflow is achievable. Take an 18MB file, work on it, save it as an .STN file, and scale up for output, down for storage and transmission. You don't have to deal with the huge, bulky file that you get with a drum scan, so you can streamline your workflow. You now have an agile image asset you can reconfigure for a variety of needs, always with the sharpness and detail of the original.

In a nutshell, Genuine Fractals streamlines your workflow by creating a format-independent digital master, guaranteeing original image quality, reducing limitations of pixel format, allowing on-demand reconfiguring and scaling to virtually any size and resolution, creating agile assets for editing and transportation, and saving time and money. (For more information, visit [www.altamira-group.com](http://www.altamira-group.com).)

**Note: Wayne has been using Genuine Fractals for some time. Elizabeth purchased the program at PhotoPlus in NYC in October and Ed Culver made his purchase last week. Ed reported with enthusiasm his results of enlarging some im-**



## SVS MONTHLY FINANCIAL REPORT

TREASURER ELIZABETH ANSTADT DOWNEY

February 2001

<b>January Meeting - Balance in Account</b>		<b>\$874.72</b>
1/17/01 Dec Show Patron - Newman		\$25.00
1/26/01 Mail Boxes - Dec show & Dec newsletter	[\$79.58]	
1/24/01 Deposits from 15 memberships		\$336.00
1/24/01 Williamsport-Lycoming Arts Council - membership	[\$35.00]	
2/20/01 Deposits from 7 memberships		\$156.00
2/20/01 Mail Boxes - Jan newsletter	[\$29.51]	
<b>February Meeting - Balance in Account</b>		<b>\$1,247.63</b>

# Susquehanna Valley Shutterbug Club

## Meeting Minutes

Susquehanna Valley Shutterbug Club  
Meeting Minutes

Uplink Scores Again! With the transition of Uplink to Earthlink, e-mail sent to my one address is unaccessible for a few days. So the minutes will be published in next month's newsletter - Editor

### Daguerreotypes at Palmer Museum

Penn State University

(Excerpts taken from an article in the Williamsport Sun-Gazette)

Daguerreotypes by Mathew Brady and others are currently being exhibited at the Palmer Museum on the campus of Penn State University. **“History Past, History Present: The Daguerreotype Portrait”** explores both the aesthetic qualities of daguerreotype portraits and their social and cultural significance in 19th-century America.

In the exhibit are images from both the Mexican War and the Civil War. In fact, the Mexican War was the first conflict fully documented in prints and photographs.

The exhibition is the first to bring together Brady's signed work with other examples of daguerreotypes signed directly on the plate by the photographer. This is quite significant since of the millions of daguerreotypes produced in the 19th century, research has uncovered only 43 plates signed by the photographer. This exhibit features 30 of them.

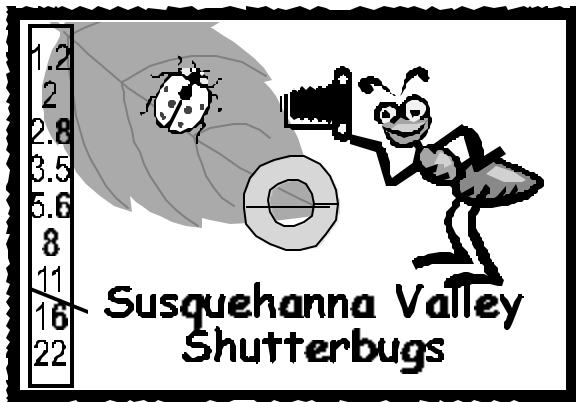
# WANTED!!

## DARKROOM EQUIPMENT

If you have any darkroom equipment to sell, call Steve Rush at 368-2447.

### About The SVS Newsletter

The Susquehanna Valley Shutterbugs Newsletter is published monthly. The club meets monthly at the Lycoming County Historical Museum on the fourth Monday of each month at 7:00 P.M. The address of the museum and the club is: SVS, c/o Lycoming County Historical Society, 858 West Fourth Street, Williamsport, PA 17701. The newsletter is created by Wayne Palmer (321-9660) and Elizabeth Downey (435-2007) and assisted by Lou Hunsinger. Submissions for the newsletter are welcome and must be submitted by the 10th of each month. Past articles of interest and other club information can be found on the Web at: [www.palmermultimedia.com/SVS.htm](http://www.palmermultimedia.com/SVS.htm)



c/o Lyco. Co. Historical Society  
858 West Fourth Street  
Williamsport, PA 17701

Place  
Stamp  
Here

*Next Meeting February 26 - 7:00 at the  
Lycoming County Historical Society*

## Mark Bixby

Mail To: