

## *New at Quality 1 Hr. Foto*

Recently installed digital photo processing equipment will process pictures from digital cameras as well as traditional film. Below is a partial list of the media this system will accept:

- Memory Stick
- Smart Card
- Compact Flash
- Compact Disc (CD)

With the customer-driven computer terminal, you can upload your digital images, select print sizes and quantities for each picture, or copy the images to a CD.

The digital processing lab offers more choices for using your photos too:

- Mugs
- Mousepads
- T-shirts
- Calendars and more!

We now offer **custom designed** photo greeting cards for any occasion:

- Holiday greetings
- Graduation and anniversary
- Special occasions and invitations

You may custom design your own greeting cards and send us the digital files for processing. Please check with us for requirements such as 400 DPI resolution, TIF or JPEG file format, etc.

Use our convenient drive through window or email your digital files to us. Tell us what prints or photo gifts you would like made and we'll call you for payment information.

## *More information online*

Additional manufacturer and product information is online. Below is a list of popular digital imaging and manufacturer web sites.

<i>Manufacturers &amp; Digital Imaging</i>	<i>Web Address</i>
Agfa	<a href="http://www.agfa.com">www.agfa.com</a>
Canon	<a href="http://www.usa.canon.com">www.usa.canon.com</a>
Fuji	<a href="http://www.fujifilm.com">www.fujifilm.com</a>
Kodak	<a href="http://www.kodak.com">www.kodak.com</a>
Minolta	<a href="http://www.minoltausa.com">www.minoltausa.com</a>
Nikon	<a href="http://www.nikonusa.com">www.nikonusa.com</a>
NY Institute of Photography	<a href="http://www.photocourse.com">www.photocourse.com</a>
Olympus	<a href="http://www.olympus.com">www.olympus.com</a>
Pentax	<a href="http://www.pentax.com">www.pentax.com</a>
Phoenix	<a href="http://www.phoenixcorp.com">www.phoenixcorp.com</a>
Polaroid	<a href="http://www.polaroid.com">www.polaroid.com</a>
Tamron	<a href="http://www.tamron.com">www.tamron.com</a>
Tiffen	<a href="http://www.tiffen.com">www.tiffen.com</a>

**QUALITY**  
1 HR. FOTO ♦ PORTRAITS ♦ FRAMING

Midwest Plaza, Mankato  
507-345-7196

[www.Quality1HrFoto.com](http://www.Quality1HrFoto.com)

### *Store Hours*

Monday - Friday . . . . . 8:30 - 8:00  
Saturday . . . . . 9:00 - 5:00  
Sunday . . . . . 12:00 - 5:00

# Digital Review

We now offer photographic prints from your digital camera or digital files

What you should know about digital photo processing and digital cameras

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## *A new era*

A new era has begun in the photo finishing. Digital photo processing allows you to make top quality prints from your digital camera. If you have considered buying a digital camera, here's some information you should know about digital cameras and digital photo processing. This should help in choosing a camera that fits your current and future needs.

### *Lets start with pixels*

All digital cameras have light sensitive microchips for capturing images. The number of light sensors (pixels) that are built into the chip will help determine the quality of the final image. For example, a one megapixel (MP) camera has 1 million pixels. More pixels means better resolution and quality. If your goal is to produce high quality prints you will need to look for cameras in the 2 - 4+ MP range. Remember, the resolution of a digital camera is directly related to the quality of the print. The following chart shows the appropriate use of an image at each resolution.

<i>Resolution</i>	<i>Pixels</i>	<i>Uses</i>
640 x 480	Less than 500,000	Email, web sites
1200 x 900	1,000,000	4x6 prints
1,600 x 1,200	2,000,000	8x10 Prints
2,000 x 1,500	3,000,000	11x14 Prints
2,400 x 1,800	4,000,000	12x18 Prints

With these numbers in mind, you are probably wondering how many pictures you would be able to take with a digital camera. Most cameras come with at least an 8 MB card but higher memory cards are available and the prices are coming down all the time. The following chart shows how many images you could record using different size cards and using different resolution settings.

<i>Card Size</i>	<i>8MB</i>	<i>16MB</i>	<i>32MB</i>	<i>64MB</i>	<i>128MB</i>
640 x 480	122	244	488	976	1,950
1200 x 900	20	40	80	160	320
1,600 x 1,200	5	10	20	40	80
2,000 x 1,500	1	2	4	8	16
2,400 x 1,800	0	1	2	5	10

### *Removable storage media*

Digital images are stored on memory cards instead of using conventional film. Many older cameras used a floppy disk but could only record low resolution images. Two popular memory cards are Compact Flash and Smart Media memory cards. The different types of cards are not usually interchangeable, but some of the higher end cameras will accept multiple forms of memory cards. One of the first upgrades you will probably make will be the purchase of a larger capacity card. The good news is they are reusable. You can keep only the good shots and once they are transferred to your computer, or burned to a CD, you can erase the card and use it again. Most new digital cameras are easily hooked directly to your computer using a USB cable. This is probably the easiest way to view, manipulate, and save your images. There are a number of other means of downloading your pictures such as card readers, floppy disc adapters, and infrared readers.

### *Power sources*

Digital cameras need battery power to operate. When the battery is low, the camera will not operate. Many of the newer digital cameras come with some sort of rechargeable batteries and a charger. We recommend that you purchase an extra battery so that you are always prepared for picture taking. The NiMH

(Nickel Metal Hydride) batteries are very popular. They are rechargeable, nontoxic and relatively inexpensive. More importantly, they are designed for high drain applications such as digital cameras. Lithium Ion batteries also offer longer usage times but are a bit more expensive. Just remember that in some circumstances you may not have an electrical plug available for charging. This is when being able to throw in a few regular AA batteries will make all the difference.

### *Zooming*

Two types of zoom lenses are available in digital cameras, optical and digital zoom. Most cameras come with both types of zoom, but digital zoom alone may not always give you the clarity you desire.

**Optical Zoom** is preferable over digital zoom. It works just like the zoom on film cameras, magnifying the image with an optical lens. This does not change or distort the image.

**Digital Zoom** magnifies by cropping your image and by discarding pixels. It would be like cropping an image on your computer where you select an area to keep and enlarge, discarding what you don't want.

### *About Quality 1 Hr. Foto*

We have recently installed digital photo processing equipment which processes pictures from digital cameras as well as traditional film.

Established in 1982, Quality 1 hr. Foto was one of the first retailers to bring 1 hour photo processing to rural Minnesota. Since then, Quality 1 Hr. Foto has evolved into a state-of-the-art digital processing lab, portrait studio, custom frame shop and specialty store.