

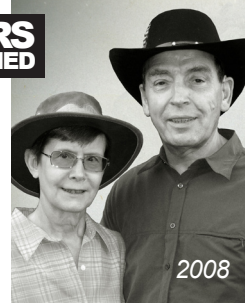


**43 YRS
EXPERIENCE**



**MADSENS
CAMERAS & IMAGING**

**83 YRS
COMBINED**



Celebrating 43 Years in Photography

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JENS MADSEN

KARI & JENS MADSEN

ASK THE IMAGING EXPERTS - SAME OWNER SINCE 1966

**WHY NOT TAKE ADVANTAGE OF OUR EXPERIENCE? ONLINE HELP IS AVAILABLE AT
WWW.MADSENS.COM.AU OR EMAIL LOGISTICS@MADSENS.COM.AU.
PHONE HELP IS ALSO AVAILABLE ON 1300 780 465 & (02) 4226 6240**

IN THE DARKROOM

TAKE THE BOTTLENECKS OUT!

You can help make your darkroom even more enjoyable as well as save film and paper by installing good film and paper drying facilities. Investing money in these will eliminate bottlenecks in your darkroom and make the whole process much more efficient. We can also offer your school invaluable technical support; www.darkroomshop.com.au has developing tables for all Films & Developers, tips, advice and more.

PORTRAIT & PRODUCT PHOTOGRAPHY

VERY AFFORDABLE STUDIO LIGHTS FROM MADSENS

Studio flash equipment is now available in handy portable kit for easy storages. Many people forget that flash equipment and backgrounds can be related equally to photographic or digital imaging.

A range of background papers will also be a great help for creating a suitable environment for quality photography. We supply permanent as well as portable background systems.

When using a camera in a studio environment a good solid tripod is a great help as this frees up the photographers hands for relating to minor adjustment of subject etc. It helps to have a long center column for adjusting height without having to readjust legs on tripod, a geared column also helps. Light portable tripods are also available for excursion and location work.

THE DIGITAL DARKROOM

MAKE A START BY SCANNING YOUR NEGATIVES!

SCANNING NEGATIVES & SLIDES can be so easy and efficient with the new range of Canon and Epson film scanners. This is the perfect solution for schools with limited darkroom facilities, or looking to enter digital photography. The Epson Perfection V700 is a very good scanner that scans as many as 24 negatives or 12 mounted slides at a time into individual files, and with a large dynamic range it ensures your scans will do your photographs justice. The V700 also handles 120 film and Large Format to A4 size. The new Plustek Optic Gilm 7600i Ai with multi-sampling for expanded dynamic range is also worth considering for your 35mm scanning requirements.

To get the best prints, you will of course need to invest in a quality inkjet printer. MADSENS can supply a range of inkjet printers at very competitive prices. In particular, Canon, Epson and Hewlett Packard offer superior printers that will also print archival quality.

You can save time, money most importantly, frustration when printing by using colour calibration software to ensure good predictable prints - every time! You can calibrate you monitor, or better still, calibrate your monitor and printer to achieve better colour matching on every print - so you can say goodbye to spending hours on test prints and print matching, as well as avoid pictures that look great on screen, but sub-standard on paper.

Last, but definitely not least, a good paper is imperative to achieving a good picture. Canson - Arches Archival paper are available in many sizes including A4, A3, A3+ and A2 as well as many surfaces. Canson - Arches paper is instant touch dry to avoid smudging and water resistant, with a cleaner white base than most other inkjet papers for extra crispness to photographs. We still carry the traditional school inkjet papers from Ilford, and now offer Canon & Epson papers and original inks, all of which are available at www.madsens.com.au/inkjetshop with up-to-date pricing.

These are just some of our tips for an efficiently functioning imaging section at your schooldarkroom and digital darkroom, and we look forward to providing you with more help throughout 2009.

Kind Regards,

Jens Madsen
Jens Madsen

All prices and specifications subject to change without notice, allow for Printer's errors. Prices may only apply while stocks last.

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www.madsens.com.au

