

MAINLINE PHOTO NEWS

REBIRTH OF A VOIGTLANDER LEGEND

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Developed in partnership with Fuji, the **Voigtlander Bessa III** is a folding bellows camera based on the legendary Bessa cameras of the 1960s. These cameras are still sought by enthusiasts. The new Bessa III has a unique mechanism that allows switching between 6x7 and 6x6 cm formats plus many other features. In spite of the traditional background the Bessa III is thoroughly modern in its fea-



tures and applications. Price is \$3,250.00 including GST. You can join other enthusiasts and place your order by phone now.

Brief specifications.

Lens: f3.5/80mm
Viewfinder: Bright line & parallax compensation

Shutter: Electronic, 1/4-1/500 & B
Meter : Aperture priority with LED
Center-weighted, AE or manual.

ISO range: 25-3200
Mechanical film advance
Film 120-220
Format 6x7 or 6x6
Battery CR2

sales@mainlinephoto.com.au

VOIGTLANDER LENSES FOR DIGITAL

Cosina/Voigtlander are world renowned for their superior range of lenses to suit many different cameras. These include Leica M, Nikon AI-s and Pentax K mounts.

The most recent addition is the f4.5/15mm Aspherical with a dedicated M bayonet mount and incorporating a 52mm filter thread.



This lens completes a line up of lenses ranging from 15mm to 50mm to suit cameras with the Leica M bayonet mount.

For the DSLR user there is now a 20mm ultra wide lens with Nikon or Pentax K mount in addition to the 40mm and 58mm lenses already available. Fitted with the latest CPU for perfect metering and focusing. All

these lenses are very highly regarded by photographers, both digital and analog. Cosina pride themselves on making lenses that are not only of the highest possible optical quality but also of an extremely high

mechanical construction. Brass, not plastic is used in their construction giving that old world quality feeling.

Naturally all these lenses can also be used on your traditional film cameras. www.mainlinephoto.com.au



CHECK OUR WEBSITE FOR MORE DETAILS ON THE FOLLOWING

- B+W Quality Filters.
- Artisan & Artist Cases
- Linhof Cameras
- View Camera Magazine.
- Lens Works Magazine
- Ebony Cameras
- Schneider Loupes
- Voigtlander Cameras
- Voigtlander Lenses
- Opticlean Products
- and much more.....

HOW TO CLEAN YOUR FILTER

It is so simple to clean your valuable filters. However there are some dos and don'ts. We contacted our friends at Schneider Optics. They came up with the following recommendations.....

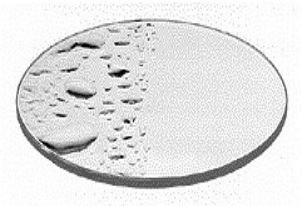
Cleaning at home. Here more care can be taken. Blow the dust off with a blower. Next take a quality B+W Micro Fibre cloth, **not lens tissues**, and if the glass is not really dirty a nice gentle circular motion with the cloth should see you right. If you have oil or fingerprints on the glass you will need **B+W Opti-clean** lens cleaning fluid to remove them. In an emergency, if you do not have Opticlean at hand genuine Windex will also do the job. When using fluids spray the fluid on the cloth and then

gently polish the glass.

Cleaning some filters such as Hoya needs more drastic action. Wash your hands, then put a drop of good dish-washing detergent on the glass and rub this over the surface and rinse well with warm water, then polish dry with a **B+W Micro Fibre cloth**. Works a treat! Then again you could just buy some easy to clean B+W filters (blatant product plug).

One last tip. Don't get too obsessed about cleaning. Unless your lens is ultra wide there is little chance of small dust specks affecting your images. A note to rangefinder owners keep that front viewfinder window clean!

Happy snapping.



USED EQUIPMENT WANTED

If there is one thing Mainline Photographics has become famous for, it is our range of high quality used photographic equipment. Since opening our doors in 1970 we have sold thousands of used cameras and lenses. All of the buyers have become staunch supporters and have no hesitation in recommending Mainline Photographics to their friends if they are in the market for a used camera or lens.

Which brings us to our request for more used gear. If you have a

good camera lying around and no longer use, gives one of our experts a call on 02-9437-5800.



“There are always lots of enthusiasts eager to pay money for the type of equipment you no longer need.”

NOVOFLEX ADAPTERS & ACCESSORIES

Novoflex have done enthusiastic photographers a real favour. The new 4/3rds adapters allow the use of Leica M lenses on a multitude of DSLR cameras. These and the adapters that convert Leica R lenses to fit either Nikon or Canon EOS DSLR cameras, are an inexpensive way of using existing lenses on your new digital camera. The Novoflex range does not end there. This well known German company makes an extensive range of accessories for

both film and digital cameras.

Whether it be superior ballheads, close focus attachments or panorama heads, Novoflex can supply your requirements.

Check our website to order or to gather more information on the Novoflex range of goodies.

www.mainlinephoto.com.au

or visit Novoflex.com



The EOS-LEL adapter.

WIN STUFF! VISIT MAINLINEPHOTO.COM.AU

Before you read on, why not take a moment to enter our monthly competition where you can win a great prize...

All you have to do is visit our website www.mainlinephoto.com.au and sign up for our **e-mail newsletter** to go in our monthly draw.

The fine print is:

Open only to Australian residents.

You can only enter once.

Entries close last day of the month, winner is notified by email.

Each month you can win a valuable prize such as one of the fabulous Ger-

man B+W filters of your choice up to the value of \$140.00.

Not only can you win stuff but there are always informative tips to improve your photography be it digital or analog. Scott assures the editor that he will also be offering discounts and special deals in each issue. Each month there will be a special code for use in our on-line shop.



The new Voigtlander 15-35mm variable viewfinder. See our website for details.



SUPERB A&A CAMERA STRAPS

One of the most popular yet under rated products in our store are the Artisan & Artist camera straps. Forget all about the straps they supply with your new camera. Would you really trust them to support your camera?

A&A strap are hand made to their very rigid standards. They understand that camera straps must not only look cool but they must also stand up to the rigors of travel to exotic places.

All the straps come in a variety of

colours and materials such as superior leather and genuine Japanese silk.

Why not visit our website to order the strap of your choice? Here you can also download a PDF brochure showing all the straps. If you prefer you can also request a brochure and price list on all Artisan & Artist straps by phoning (02) 9437-5800

www.mainlinephoto.com.au



ACCESSORIES

What would a hobby be if it was not for the "Gizmos and Gadgets" that you can buy to add to your enjoyment of photography.

One often overlooked gadget is the "soft release" button. A very simple but effective addition to your camera to ensure sharper and steadier shots.

Looks simple but they work. Available in black or chrome to match



your camera. Thumbs Up also have a soft release especially made for Leica M cameras including the M8. If you have not tried one of these small marvels on your camera you are missing out on all the benefits this gadget can provide. There is also a rubber eye-cup available for these cameras. Worth having a look at on our website.

www.mainlinephoto.com.au

More Feedback

Scott
Thank you. I received the 72mm Cir Pol KSM MRC slim in my letterbox safe and sound yesterday.

Andrea (Coffey)

Hi John
My filters arrived this morning they are perfect. Thank you very much.

Cheers from Cheng

A word of thanks.
Many thanks for the extremely fast delivery of my B+W filter. Until I got your newsletter I didn't know you are into film. Would you kindly put me on both mailing lists.

**Thanks again
Martin Darch**

CAMERA OBSCURA

"OUR BLOG"

For the latest and sometimes irreverent look at all things photographic visit Scotts **Camera Obscura**. There are articles on travel, cheese making in fact everything you ever wanted to know about almost anything. Recent additions are A great portfolio by Tony Peri, The "Traveling Bessa III Story" Fake Filters, The story of Blanco Negro and much more. Why not have a look for the full stories? You will find them on our website at www.mainlinephoto.com.au

A&A GADGET BAGS

A good camera deserves a great camera case. None are more protective of your valuable gear than the hand made Artisan & Artist camera bags. Crafted by skilled artisans in Japan they compliment your equipment and yet they are inconspicuous in use. A&A

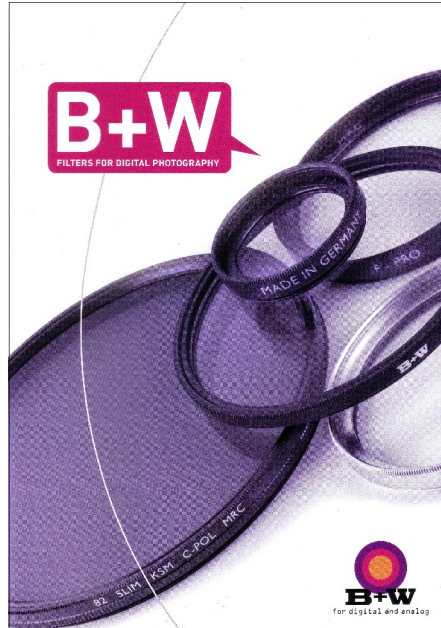


bags make a great present for the photographer in your life. A&A also make a range of beautiful yet very serviceable camera straps. These are available in genuine Japanese silk,

leather or woven material. The choice is yours. Nothing makes your camera more secure yet at the same time easier to access than a good camera strap, be it full length or wrist strap sized.

FREE B+W CATALOGUE

For a limited time we can send you a copy of this great instructive filter book for free, yes gratis, no charge not even for postage. However be quick stock is limited. 30



pages of full colour information on all types of filters for digital and film photography. Phone 02-9437-5800 or go to our website and click on the appropriate link We will do the rest. Sorry only one copy per household.

Be sure to check out the details on the new XF-Pro series and the 007 clear filters for digital cameras.

Mainline Photographics was established in 1970 as a family business dedicated to traditional photographers and their needs. 39 years later it is still a family business. Now owned by Scott Vanthoff, son of the original owner. Scott has all the qualities that make him the ideal person to look after the needs of the photographer in the 21st century. He has traveled extensively is very knowledgeable in photography. Scott can answer all your questions in regard to traditional cameras and their operation.

SUPPORTING TRADITIONAL PHOTOGRAPHY

MAINLINE PHOTOGRAPHICS
PTY LTD

213/68 Alexander Street
Crows Nest NSW 2065

Opening hours:
9.30am to 4.30pm
Monday to Friday

All mail to:
PO Box 845

VISIT MAINLINEPHOTO.COM.AU FOR THE LATEST NEWS

20% Discount

We hope you enjoy reading this Newsletter!

As our way of saying **thank you** for your support, we give you the chance to buy any B+W Standard mount UV MRC or Circular Polariser MRC at a **20% discount!!**

When ordering on-line enter the coupon code: **main0509** at the check out. When ordering by phone just quote the promotional code.

Go to mainlinephoto.com.au or phone 02-9437-5800 Go on, treat yourself, you and your lenses deserve it. Start by using the best filters in the world.

Coupon Code Expires: 31st August 2009