



## BETTER LIGHT 8th Almost-Annual OWNERS CONFERENCE EVENT SCHEDULE – June 4 & 5, 2009

Location: Better Light Headquarters, San Carlos, CA

Directions & Map Link: [http://www.betterlight.com/conference09/BetterLight\\_MAP\\_2009.pdf](http://www.betterlight.com/conference09/BetterLight_MAP_2009.pdf)

### Thursday, June 4

8:00 am Registration / Coffee & Bakery Treats

8:30 am Welcome and Introductions

9:00 am **PROGRAM – Mike Collette Better Light, Inc. San Carlos, CA**  
*“ColorSage Workflow” — Mike will kick-off the conference with a description of the basic steps in Better Light's new ColorSage™ workflow for fine art reproduction. An example artwork will be scanned and measured using ColorSage workflow, and after the presentation the resulting image file will be printed so that Conference attendees can compare the unedited copy with the original later in the day.*

10:30 am Coffee Break – 30 minutes

11:00 am **PROGRAM – Randy Hufford Limited Editions Kula, Maui, HI**  
*“Optimizing Soft Proofing” — Randy is an award-winning photographer, former photo lab owner, and now managing a successful art reproduction house. He is a nationally known speaker on photography and fine art reproduction. This program will show how to get the best results from your monitor so you can improve your quality, save time, and minimize printing costs by increasing the accuracy of your monitor soft proofing.*

12:15 pm Lunch Break (catered in meeting room) – Conversations & Questions

1:15 pm **PROGRAM – Bill Smith Boston Photo Boston, MA**  
*“The Scanning Back as a Film Scanner” — With many years of experience in high-volume jobs for corporate, museum and library clients Bill Smith is always looking for more efficient ways to get the job done while optimizing quality and controlling costs. Bill will share many techniques and innovative gadgets that he has used for scanning negatives, transparencies, and glass plates, plus tips on color balance, neutralizing, and controlling dynamic range.*

2:30 pm **PROGRAM – Tim Fleming eCre8 Photography & Art Clovis, CA**  
*“Infrared Landscapes” has become a new passion for Tim and he has created an impressive portfolio of images that are of familiar subjects presented in a unique and interesting way. He has learned to “see in infrared” and to adjust composition to the way elements in the image change in visual dominance. Tim will share how he works...from getting in shape for the hikes to location, identifying the best time of day, exposure and focus compensation for IR, to what line times seem to attract mosquitoes.*

3:30 pm Coffee Break – 15 minutes

3:45 pm **PROGRAM – Ken & Bruce Zuckerman and Marilyn Lundberg  
The West Semitic Research Project, Palos Verdes, CA**  
*A fascinating behind the scenes look at the digitization of ancient documents and objects with the scanning back. The team will share their “bag of tricks” and explain the lighting and rigging solutions for a variety of artifacts that they have photographed. Using the Pano/WideView™ Adapter, Ken created a means to photograph small cylinder seals, about the size of an AAA battery, as a 360-degree rollout for scientific study.*

5:00 pm **PROGRAM – Ted Chavalas Panoscan Van Nuys, CA**  
*“High Dynamic Range Imaging for Location Photography” — Panoscan is a specialized panoramic camera system that uses Better Light scanning technology and ViewFinder software. It is used in a wide variety of applications including forensic crime scene documentation, virtual tour panoramas for the travel industry and interior car photography. Ted has developed a number of solutions for HDR imaging to improve quality in the difficult lighting conditions he and his equipment owners face on a daily basis.*

— continued —

- 6:15 pm **Texas BBQ Catered Dinner** at Better Light  
*A delicious BBQ feast is prepared on site...the aromas are guaranteed to build an appetite. It's another opportunity to mingle and continue discussions or ask questions of others with similar specialties.*
- 7:30 pm **SPECIAL EVENING PROGRAM – Randy Hufford Limited Editions** Kula, Maui, HI  
*"Marketing Scanning Services and Creating Photographic Fine Art Prints" — Randy will continue to share his knowledge gained in his own fine art printmaking business and the sales of his own personal work as fine art. The program will reinforce how proper marketing can increase sales regardless if you are reproducing artwork for other artists or selling prints of your own work. Software Cinema has published a series of five training DVDs by Randy titled "The PERFECT Print" which expands on the information he will share in his two Conference presentations.*

## FRIDAY, June 5th

- 8:00 am Coffee & Bakery Treats
- 8:30 am Questions and Review
- 9:00 am **PROGRAM – Larry Guyer A la Carte Digital Studios** Foster City, CA  
*"ViewFinder™ Boot Camp" — An overview of overlooked features of the scanning software and a chance to ask questions about workflow and operation issues...plus a review of the mathematics in photography to help evaluate options in exposure and lighting settings.*
- 10:15 am Coffee Break – 30 minutes
- 10:45 am **PROGRAM – Mike Collette Better Light, Inc.** San Carlos, CA  
*"Capturing and Rendering HDR Landscapes" — Mike will share his evolving technique for controlled-contrast color photography. Expanding on some concepts from the traditional Zone System for black and white film photography, Mike will demonstrate how he can gracefully render high-contrast scenes in full color using a combination of specific image capture conditions and selective post-processing in Photoshop.*
- 12:00 pm Lunch Break (catered in meeting room) – Conversations & Questions
- 1:15 pm **PROGRAM – Stephen Johnson Stephen Johnson Photography** Pacifica, CA  
*"Aesthetics and High End Digital Photography" — Steve is a photographer who has been on the bleeding edge of digital technology since Mike Collette's first prototype scanning back. His outstanding landscape photography and knowledge of all things digital has earned him national respect as an artist, author and educator. Steve will review how the advance of high-end digital cameras with their unique abilities to see and record light have the potential to change many of the ways we think about photography, including how we think a photograph should look. He will discuss how digital capture can provide a convenient means to deliver a very different visualization of our world. Can we define what is good, what is bad? Are there certain traits that can transform a photographic image into a piece of art?*
- 2:30 pm **PROGRAM – Steve Lalich Lalich Resources, Inc.** Grant Park, IL  
*"What's Cooking in the Food Studio" — Another behind the scenes look at the Better Light in action, capturing the mouthwatering images we see in magazines, cookbooks and packaging. Steve will show us why the 4x5 digital capture capability is a benefit to his work and share some of the images that demonstrate the unique patience and skills required of the food photographer.*
- 3:30 pm Coffee Break – 15 minutes
- 3:45 pm **PROGRAM – Mike Richardson Richardson Photography** Torrance, CA  
*"The Rev"...a long-time believer in large format digital in commercial photography, Mike has continually challenged the scanning back in all types of product, location, architecture, and panoramic assignments...and done it efficiently and profitably. Mike will show the steps to create interactive 3D object movies as a creative and innovative presentation for commercial products or dimensional artifacts for a museum or collector. It's another service to attract new clients and increase profits. Can I have an Amen?*
- 5:00 pm **ROUND TABLE DISCUSSION – Last Chance for Questions.**  
*Camera and Software Operation, Art Scanning, Color Management, Lighting, Commercial Photo Applications, and any other issues on your mind.*
- 5:30 pm *Officially...That's All Folks...but, there's a little more if you have an unsatisfied, burning urge for more knowledge! We'll see many of you on Saturday for the Art Scanning Seminar.*