



## WELCOME!

Welcome to the January 2018 edition of Capturing Your Imagination and Happy New Year to All! 2018 is going to be a very exciting year for SIRUI USA, so stay tuned to our Newsletter and Social Media for the latest news and highlights! Our goal at SIRUI USA is to provide you with the latest news on our products, introduce you to some great photographers and to help you Capture Your Imagination.

This Newsletter will be delivered on or about the last week of each month and we expect this to become one of many opportunities for us to interact with all types of photographers. We would love your ideas for future editions. Please feel free to forward your ideas to [news@sirui.com](mailto:news@sirui.com)

## SIRUI Professional Profile – Paul F. Gero, Paul F. Gero Photography



Paul Gero has been a full-time photographer and visual storyteller since 1983 when he started as a photography intern at *The Chicago Tribune*. That opportunity led to a full-time position six months later and in 1985 the paper transferred him to their Washington, DC bureau. While there he covered the second term of the Reagan administration, the Iran-Contra hearings, political campaigns and conventions in 1988 as well as civil unrest in Haiti.

In 1989, he became a contract photographer based in Washington D.C. for the French photo agency Sygma.

In 1990, he left Washington D.C. and took a position on staff at *The Arizona Republic* in Phoenix. While there he documented stories on the U.S./Mexico border and inside Mexico, photographed the Phoenix Suns in their run to the NBA Finals against the Chicago Bulls (Barkley vs. Jordan), The Super Bowl and thousands of other photographic assignments while on staff.





During that time, he also did extensive freelance work for *Sports Illustrated*, *People Magazine*, *Time Magazine*, *US News & World Report* and many others.

His portrait of Pat Tillman high in the lights at Arizona State University from 1997 has become one of the iconic images of Tillman, who was killed in Afghanistan as an Army Ranger in 2004 after walking away from a lucrative career in the NFL in the aftermath of 9/11. Those photographs have been used by the Pat Tillman Foundation, Arizona State University and were featured prominently in a documentary on Tillman produced by NFL Films in the fall of 2016.

In 2002, he and his wife Nicki relocated to Southern California to open Paul F. Gero Photography, specializing in portraits, weddings and commercial work. In addition to his stills work he is expanding his offering into creating video for business and other projects in his area.

He is the author of the book "Digital Wedding Photography (2004)" and "Mastering Digital Wedding Photography (2016)", has taught hundreds of students through his seminars, and through [BetterPhoto.com](http://BetterPhoto.com). Paul is a proud member of the Sony Artisans of Imagery Program.

Nicki and Paul live in California along with their two children Kate and Matthew (AKA "Sparky"). Documenting their lives is the highlight of his photographic life, his life-long project.

You can find Paul on the web at: [www.paulfgero.com](http://www.paulfgero.com) and on Instagram at: <http://instagram.com/paulgero>

All images on the following pages are property of Paul Gero





# Capturing Your Imagination!



www.SIRUI.com

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**SIRUI 6 Year  
Warranty**

On Most Products, Check Website for Details



 **Capturing Your Imagination!** 

  

[www.SIRUI.com](http://www.SIRUI.com) January 2018



To see more of Paul's work, please check out:

<http://www.sirui.com/paul-f-gero.html>

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## Tip of the Month

Live in a high humidity area? Looking for a great storage option for your gear? Need security for your valuable Photo equipment? SIRUI has the answer for you!

SIRUI Electronic Humidity Control and Security Cabinets contain a high-performance microcomputer dehumidifying system and have an easy-to-read LCD screen displaying percentage of humidity and temperature in Celsius.

While it does not control the temperature, the SIRUI Electronic Humidity Control Cabinets will prevent the humidity from exceeding the level you choose.

In addition, the interior of all of the cabinets are coated with an anti-bacterial photocatalyst TiO<sub>2</sub>, a special coating that makes the cabinets anti-bacterial, deodorizing, purifying and mildew proof for the gear stored inside. IHS Series adds great security features.



**The SIRUI HC Series** are silent running and energy-efficient. In addition to controlling internal humidity, these cabinets keep dust and dirt from accumulating on your valuable possessions and with the interior surfaces coated with an anti-bacterial photocatalyst TiO<sub>2</sub>, the cabinets are anti-bacterial, deodorizing, purifying and mildew proof for the gear stored inside.

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There are five models to choose from: the compact SIRUI HC-30, the SIRUI HC-50 with one adjustable shelf, the SIRUI HC-70 with two adjustable shelves, the full-sized SIRUI HC-110 with three adjustable shelves and the ultra-sized SIRUI HC-200 with 4 adjustable shelves.

SIRUI Humidity Control Cabinets are designed to protect a wide range of valuables and precision accessories, such as jewelry, lenses, photographic and optical equipment, electronic products, microcomputers, chips, etc. The SIRUI designed and manufactured humidity control system prevents moisture from damaging your most precious possessions and helps extend their life and value.



**The SIRUI HS Series** Humidity and Security Cabinets are silent running and energy-efficient. In addition to controlling internal humidity, these cabinets keep dust and dirt from accumulating on your valuable possessions and with the interior surfaces coated with an anti-bacterial photocatalyst TiO<sub>2</sub>, the cabinets are anti-bacterial, deodorizing, purifying and mildew proof for the gear stored inside.

From a security standpoint, the HS Series has an Electronic Keyboard that allows the password to be set between 6 to 12 digits and also have a fingerprint identification system that can store up to 128 fingerprints for maximum security. Made from high-strength cold-rolled steel these cabinets are ideal to protect your valuables.





There are four models to choose from: the compact SIRUI HS-50 with one adjustable shelf (does not have the fingerprint feature), the full featured HS 70X has two adjustable shelves, HS 110X has three shelves and the largest HS260X has four.

The perfect storage and protection for all of your photo gear and valuables, SIRUI brings you the highest quality available on the market.

Note: Internal humidity cannot be set below 25%. SIRUI Humidity Cabinets are not humidifiers; they cannot increase internal humidity.

### **Product Releases/Product Highlights – SIRUI USA PROMOTIONS**

SIRUI USA's latest Promotion will be ending 12/31/2017. For great savings of Monopods, Tripods and Kits. Visit your nearest retailer or see <http://www.sirui.com/sirui-promotions.html> for details.

### **SIRUI Professionals!**

The SIRUI Professional Team continues to do amazing work all over the country. Please go to our site and check out their amazing work. It's time well spent!

<http://www.sirui.com/sirui-professionals.html>

### **SIRUI Professionals Events and Workshops**

**Craig Varjabedian** (Craig Varjabedian Photography) <http://www.sirui.com/craig-varjabedian.html>

Craig will be leading workshops throughout 2017 at the Eloquent Light Photography Workshops. These Workshops will be based in several amazing locations throughout the Southwestern U.S., California, Italy and Iceland.

<http://www.eloquentlight.com/workshops.html>





**Marc Weisberg** (Marc Weisberg Photography) <http://www.sirui.com/marc-weisberg.html>

February 5-7, 2018 Orange County, California.

<https://luxuryrealestateimages.com/mastering-luxury-real-estate-photography-3-day-workshop-intensive-southern-california-february-5th-6th-7th-2018/>

## **SIRUI USA Events**

SIRUI USA will be participating in Several Shows in the beginning of 2018. Come by and see us at:

CES 2018 – January 9-12, 2018 - Las Vegas, Nevada Booth #62317

Imaging USA – January 14-16, 2018 – Nashville, Tennessee Booth #872

WPPI – February 26-28, 2018 – Las Vegas, Nevada Booth #1151

## **Ask the Experts**

Feeling frustrated? Want to know how to capture a specific effect or learn a special technique? We would love to help you answer your photography questions. Send them in and we'll select a few and publish them – with answers - each month. Please send your questions to [news@sirui.com](mailto:news@sirui.com) with **Ask the Experts** in the subject line!

## **Need Service or Have a Question About Your SIRUI Product?**

We're glad like to help!

Email: [info@sirui.com](mailto:info@sirui.com)

Telephone: 866-373-0829 or 973-415-8082

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