



## WELCOME!

Welcome to the June 2018 edition of Capturing Your Imagination! 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.

SIRUI USA welcomes Mr. Louie Lu as it's new Managing Director for all USA operations and congratulates Mr. John Mascis on being promoted to Vice President – SIRUI USA.

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 USA Website

***Please note change in website address:***

Due to some system issues the SIRUI USA website address has changed to [www.siruiusa.com](http://www.siruiusa.com)

## PHOTO CONTEST!

***Exclusive to our Capturing Your Imagination Subscribers:***

### The Spring Has Sprung Photo Contest!

### DEADLINE EXTENDED TO JUNE 22, 2018

Due to changes in our website address the deadline has been extended

Send us your interpretation of The Spring Has Sprung for a chance of winning one of 3 prizes as listed below:

#### Prizes:

**First Prize** SUA-1205 Carbon Fiber Tripod Kit <https://www.siruiusa.com/store.html?p=107289>

**Second Prize** SUA-1005 Aluminum Tripod Kit <https://www.siruiusa.com/store.html?p=90212>

**Third Prize** SU3T35R Tabletop Tripod Kit <https://www.siruiusa.com/store.html?p=49783>

#### Rules:

- Open to persons over 18 years of age and only to residents of the USA.
- Entrant must be a registered subscriber to the SIRUI Capturing Your Imagination Newsletter prior to entering.
- Submission images must be 4mb or less.
- Up to 3 images will be accepted from each subscriber.
- Submission must be received from the registered email address.
- **Images must be received at [news@sirui.com](mailto:news@sirui.com) by JUNE 22, 2018, 11:59pm**





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- Winners will be contacted by email prior to the winners being announced and the images published in the June 2018 issue of the Capturing Your Imagination Newsletter.
- Submission must include: Name, Age, City and State of residence, Image Title, ISO, Shutter Speed, Aperture, Camera and Lens Used. Smart Phone Images also accepted. Please provide phone used.
- Use of entry: Entry will be used by SIRUI USA in conjunction with the announcement of winners in the July issue of Capturing Your Imagination and posted on SIRUI Social Media as part of the announcement of winners. For any additional uses, winners will receive a request from SIRUI USA prior to the image being used.
- Employees of SIRUI USA and members of the SIRUI Professional Team and their immediate families are prohibited from participation.

## SIRUI Professionals

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

<https://www.siruiusa.com/sirui-professionals.html>



## SIRUI Professionals Events and Workshops

### Craig Varjabedian (Craig Varjabedian Photography)

<https://www.siruiusa.com/craig-varjabedian.html>

Craig will be leading workshops throughout 2018 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) <https://www.siruiusa.com/marc-weisberg.html>

#### **Mastering Luxury Real Estate Photography Intensives:**

July, 8th, 9th, 10th – Irvine, Southern California

September, 6th, 7th, 8th – Portland, Oregon

September, 10th, 11th, 12th, Portland, Oregon

September, 15th, 16th, 17th, Scottsdale, Arizona

September, 24-27, Paris, France

Click for Details:

<https://luxuryrealestateimages.com/real-estate-photography-3-day-workshops-schedule-2018/>



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**Falcon** (The House of Nyght Falcon) <https://www.siruiusa.com/falcon.html>  
<https://www.nyghtfalcon.com/>

For an extensive list of workshops provided by The House of Nyght Falcon, please see this link:  
<https://www.nyghtfalcon.com/events/>

**David Carrigan** (David Carrigan Photography) <https://www.siruiusa.com/david-carrigan.html>  
<http://www.davidcarriganphoto.com/2017/11/20/nl28ej2kiecom1vrg0hd7n4ua2ragd>

**Sunrise to Sunset Photography Workshop at Portland Head Lighthouse**  
September 9, 2018  
<http://www.davidcarriganphoto.com/workshops-1/photography-workshop-at-portland-head-light-house>

**Cape Ann Photography Workshop October**  
October 13, 2018  
<http://www.davidcarriganphoto.com/workshops-1/cape-ann-workshop-october-13-2018>

**David Akoubian** (Bear Woods Photography) <https://www.siruiusa.com/david-akoubian.html>  
<http://www.bearwoodsphotography.com/>

**Out of Moab, October 5-9, 2018, Details to follow.** <http://www.outofchicago.com/moab/>

**Winter in the Tetons Workshop. January 4-8, 2019. \$1895 includes lodging and meals at the Triangle X Ranch.** <http://www.natureinfocusworkshops.com/photo-workshops/2019-winter-in-the-grand-tetons>

**Paul Gero** (Paul F. Gero Photography) <https://www.siruiusa.com/paul-f-gero.html>  
<http://www.paulfgero.com/>

How to Create Beautiful and Simple One and Two Light Studio Portraits  
Saturday, June 30, 2018 | 9 a.m. to 5 p.m., Ladera Ranch, CA Studio  
<http://www.paulfgero.com/oneandtwolightseminar/>







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**Cecil Holmes** (Cecil Holmes Photography) <https://www.siruiusa.com/cecil-holmes.html>  
<https://www.cecilphotos.com/>

**Winter in the Tetons Workshop. January 4-8, 2019. \$1895 includes lodging and meals at the Triangle X Ranch.** <http://www.natureinfocusworkshops.com/photo-workshops/2019-winter-in-the-grand-tetons>

**Alissa Rosenberg** (Alissa Beth Photography) <https://www.siruiusa.com/alissa-rosenberg.html>  
<https://www.alissabethphoto.com/>

Check out Alissa's website for details on her amazing Inside the Box Project. This is a great project bringing an innovative twist to portraits. <https://www.alissabethphoto.com/>

## Tip of the Month

### SIRUI Professionals What's in My Bag

SIRUI USA highlights SIRUI Professional Marc Weisberg's (<http://marcweisberg.com>) kit this month. Each month we will highlight a different professionals gear so you can see exactly what they use to create their amazing images. This Month - Got Real Estate Gear?



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Luxury Real Estate Photography Gear: My name is Marc Weisberg. I'm a Luxury Real Estate photographer and educator living in Southern California where it rarely rains and never snows. My fascination with photography started when my dad gave me my first 35mm film camera. I was thirteen that year and attend a

private school in Connecticut. It was a time when print type was still set by hand, computers didn't exist, film ruled and digital photography wasn't even imaginable. Okay, I'm feeling old right now! I remember watching a sheet of photographic paper slowly being rocked back and forth in the developer, and as if by magic, an image began to appear. I was awed and instantly hooked.

My love and passion for light, and how it physically shapes architecture and the interior design aesthetic is unbounded. I'm blessed to have clients that appreciate photography. I honestly feel as though I am constantly learning. That photography is an infinite canvas to create on. I've been self-employed as a photographer since 2000 and embrace the challenge of creating something beautiful for my clients each time I take on a new project.

In addition to servicing my clientele, I also run a series of workshop intensives throughout the year, in Southern California, Las Vegas, Arizona, New York City, and beyond. In the workshop intensives, I teach photographers how to be better real estate photographers, how to work with off-camera lighting, how to composite and retouch and how to make more money. The workshops are a rigorous 3 days of intense learning and a fun gathering of attendees from all over the country.

The majority of my photography clients are commercial and luxury real estate brokerages, multi-national firms who own, broker or manage properties, home builders, high-end interior decorators, resort operators and multi-national construction companies, who's projects range in the tens of millions to over a billion dollars. I'm fortunate to have the luxury of time on my side when embarking on my client's photography projects. I often spend a half day, a full day or multi days on property creating magazine quality images for my clients. A key element is controlling and shaping light to bring out color, surface texture and details of the architectural and living spaces. Because I composite my imagery it's not unheard of for me to shoot 400 RAW images on a half day shoot and 900 RAW images on a full day shoot.

This is the core of my kit. What you don't see here are scrims, light shaping tools like bounce and shoot-thru umbrellas, bigger strobe lights, light stands, cases for my gear, computers like my 27" i7 iMac and 15" MacBook Pro, G-Tech desktop drives, a bevy of software, a Wacom tablet and the occasional bar of Cuban chocolate.

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My Luxury Real Estate Photography Kit was photographed with my a7iii, handheld, with two Neewer speedlights, bounded off a white ceiling. Gear is identified left to right, top to bottom.

### Marc's Architectural and Luxury Real Estate Photography Kit (SIRUI Models)

**SIRUI N-3204x:** This is my daily use tripod. A solid base with a height of 69.3" or 5.7¾ ft., the geared head, an absolute necessity for architectural and luxury real estate photography is the Arca Swiss D4. I've chosen Sirui tripods for the meticulous attention to design aesthetics and build. A tremendous value. The majority of carbon fiber tripods in the marketplace easily cost \$200 more.

**SIRUI W-2204:** Each leg segment is sealed from water, dirt and sand intrusion. If you've ever photographed on the beach, you know how important this is. I've taken off the bottom half of the center column allowing me to use this as a table-top tripod. When the legs are splayed out, the top of the ball head is approximately 9" off the tabletop. Comes in super handy for photography situations which require a minimum rise off a kitchen island or tabletop when photographing modern kitchen designs.

**SIRUI 3T-35K Table Top Tripod:** Always innovating, Sirui developed this smartly engineered mini table-top tripod which folds up onto itself. Its small enough [folded: 9.5", max height: 13.4"] and lite enough [15.2 oz.] to put in a shoulder bag and travel with. Also comes in super handy for desktop Smart Phone video, hiding speedlights around corners and to use in places that prohibit [full blown] tripods.

At SIRUI we are very proud to have Marc as one of our Professionals. His amazing work continues to inspire us all and the following is the complete list of his gear pictured above:

SIRUI N-3204x, SIRUI W-2204x, Godox Reflectors, Eneloop Li AA Batteries (Manufactured by Panasonic), Breakthrough Photography Circular Polarizer, SIRUI 3T-35K Table Top Tripod, Sony Distagon T\* FE 35mm f/1.4 ZA, Sony FE 24-70mm f/2.8 GM, Sony Planar T\* FE 50mm f/1.4 ZA, Sony 90mm Macro f/2.8 G OSS, Sony 70-200 f/2.8 G Master, Rocket Blower, Sony a9, Sony a7sII, Visible Dust Arctic Butterfly, Visible Dust 8x LED Loupe, Neewer 433MHz Trigger, Stanley Allen Wrench Set, Think Tank Photo DSLR Battery Holder 4, Sony FE 12-24mm f/4 G, Canon 17mm Tilt-Shift Lens, Canon 24mm Tilt-Shift Lens, Spyderco knife, Clear Door Stoppers, Godox XProC-Wireless Flash Trigger, Fantaseal Ergonomic Camera Grip, X-Rite ColorChecker Passport, Neewer and Godox V860 II, Godox AD/Flash Point 360, MagMod Grid System, Passport and Omega Speedmaster, Godox AD200, MagMod Sphere, Think Tank Airport International, Think Tank Airport Advantage, and the Think Tank Airstream,

Marc's full article can be found at: <https://luxuryrealestateimages.com/luxury-real-estate-photography-gear/> and contains fantastic insight into each piece of gear and the key reasons he is using it.







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## SIRUI USA Events

### B&H Photo In-Store Events:

June 7, 2018

Come see the SIRUI USA Team who will be on site and answering questions and showing the latest SIRUI equipment at the B&H Super Store located at: 420 9th Avenue New York, New York 10001.

### Glazer's Photofest 2018:

June 9-10, 2018

Stop by and see the SIRUI Team

811 Republican St. Seattle, WA 98109

206.624.1100

<http://www.glazerscamera.com/photofest/>

## SIRUI USA - Product Promotions

### ET TRIPOD KIT MAIL IN REBATE

Beginning February 1 – May 31, 2018 **(ENDING SOON)**

MAIL IN REBATE

Model	Kit Contains	Rebate Amount
SUET1004	ET-1004+ E-10	\$15.00
SUET1204	ET-1204+ E-10	\$30.00
SUET2004	ET-2004+ E-20	\$15.00
SUET2204	ET-2204+ E-20	\$30.00



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## SIRUI NAB (EXTENDED) PRO VIDEO MAIL IN REBATE

Beginning April 1 – June 30, 2018

### MAIL IN REBATE

Model (s)	Product Type	Rebate Amount
<b>PRO VIDEO LEGS and HEAD BUNDLES</b>		
SUBCT2003 + SUBCH10	Tripod Plus Head	\$100.00
SUBCT2203 + SUBCH10	Tripod Plus Head	\$100.00
SUBCT2003 + SUBCH20	Tripod Plus Head	\$150.00
SUBCT2203 + SUBCH20	Tripod Plus Head	\$150.00
SUBCT3003 + SUBCH30	Tripod Plus Head	\$150.00
SUBCT3203 + SUBCH30	Tripod Plus Head	\$175.00
SUBCT3002 + SUBCH30	Tripod Plus Head	\$150.00
SUBCT3202 + SUBCH30	Tripod Plus Head	\$175.00
<b>FLAT BASED HEADS</b>		
SUVA5	Flat Base Head	\$15.00
SUVH10X	Flat Base Head	\$20.00
SUVH15	Flat Base Head	\$25.00
<b>PHOTO VIDEO MONOPOD KITS</b>		
SUP204SR-VA5	Alu Monopod Kit	\$25.00
SUP224SR-VA5	CF Monopod Kit	\$35.00
SUP324SR-VH10X	CF Monopod Kit	\$40.00
SUP326S-VH10X	CF Monopod Kit	\$45.00
SUP424SR-VH10X	CF Monopod Kit	\$45.00
SUP426SR-VH10X	CF Monopod Kit	\$50.00
<b>PRO VIDEO ACCESSORIES</b>		
SUVSK2 - Slider	Video Survival Kit	\$30.00
SUVSK3 - Rig	Video Survival Kit	\$40.00
SUVAK5 - Combo	Video Survival Kit	\$70.00
SUVS60	Video Slider	\$15.00
SUVTJ18	Video Travel Jib	\$60.00



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## SIRUI A SERIES TRIPOD KIT MAIL IN REBATE

Beginning May 1 – June 30, 2018

MAIL IN REBATE

Model (s)	Product Type	Rebate Amount
SUA1205Y	Tripod Plus Head	\$25.00
SUA1005Y	Tripod Plus Head	\$10.00

## SIRUI TRIPOD AND MONOPOD HEAD MAIL IN REBATE

Beginning May 6 – June 30, 2018

MAIL IN REBATE

Model (s)	Product Type	Rebate Amount
SUPH20	Gimbal Head	\$25.00
SUHA77	Mini Boom Arm	\$15.00
SUK40X	Ball Head	\$15.00
SUK30X	Ball Head	\$10.00
SUK20X	Ball Head	\$10.00
SUK10X	Ball Head	\$10.00
SUG20KX	Ball Head	\$10.00
SUG10KX	Ball Head	\$10.00
SUE20X	Ball Head	\$10.00
SUE10X	Ball Head	\$10.00
SUC10S	Ball Head	\$10.00
SUL20S	Tilt Head	\$10.00
SUL10	Tilt Head	\$10.00

Please see <https://www.siruiusa.com/sirui-promotions.html> for full details of the promotions. These promotions are only valid for products purchased from authorized SIRUI USA Dealers.

<https://www.siruiusa.com/complete-list-of-authorized-dealers.html>



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## **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 happy to help!

Website: <https://www.siruiusa.com/service-request.html>

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

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

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