



# Digital Photography Brands & Products

September 2014



# being evaluated

# Hall 1

The entire hall is Leica, with a section for Sinar.

basICColor was listed in the update to the catalog as being in Hall 1.1.



# Hall 2.1

ARCA-SWISS, 2.1, B 24.

Berlebach Stativtechnik, Germany, Hall 2.1, B 18.

Celestron, Hall 2.1, C 25

Dr Clauss, Germany, Hall 2.1, D 37.

Gamla, USA, Hall 2.1, A 13.

Hasselblad, Hall 2.1, A21, B 20.

Heliopan, Germany, Hall 2.1, D 22

Isarfoto Bothe is a distributor more than a manufacturer, Hall 2.1, A 30.

Lee Filters, England, Hall 2.1, B 32.

LumiQuest, USA, Hall 2.1, B 38.

Novoflex, Hall 2.1, A 40.

Peli Products, Hall 2.1, A 37.

PhaseOne, Denmark, Hall 2.1, C 39, d 34.

RENCAY, Germany, Hall 2.1, B 41, C 40.

Rodenstock (Qioptiq), Germany, Hall 2.1, B 35.

San Disk, USA, Hall 2.1, A 14.

Seitz, Switzerland, Hall 2.1, B 23.

SWAROVSKI OPTIK, Austria, Hall 2.1, A 19.

Voightländer, Germany, Hall 2.1, D 21, D 23.





Hall 2.1



# Hall 2.2

Epson

Manfrotto (Gitzo, Lastolite, etc), Hall 2.2, B 40.

Nikon

Ricoh (and Pentax), Japan, Hall 2.2, A 40 and B 50.

Zeiss, 2.2 ?? or Hall 4.2, C 29.

Tele-flash unit in the Lastolite booth, Hall 2.2, B 40.



# Hall 3.1

MEDIA, printable paper. Most of the international brands of media were here.

Canson, France

Hahnemuhle, Germany

Mitsubishi, Japan

Felix Schoeller

Innova, England

Moab

Rauch

Sihl

Fortuna Imatek, Beijing, China, after-market ink (and media) Hall 3.1, D 57).

Hope Development Co., after-market ink, Korea, Hall 3.1, B 11 (have never noticed this brand elsewhere).



Roland, Japan, Hall 3.1, C 36.

ZBE, Chromira, USA, Hall 3.1, C 40, C 48.

Visible Dust, Canada, Hall 3.1, A 39.

## Hall 3.2

Canon and Panasonic occupied most of this hall.

## Hall 4.1

Benro, tripods, including gimbal, China 4.1, E 27, F 36.

Cambo, medium-format cameras, The Netherlands, Hall 4.1, H 17.

Glidecam, pano tripods, Germany, Hall 4.1, B 9, C 8

Chimera, reflectors, USA, Hall 4.1, D 21.

Datacolor was in 4.1, I13 and J10, with SpyderHD color management

DxO Labs, digital imaging software, especially lens distortion fix, Hall 4.1, I 13, J 10.

Efi, RIP software, Hall 4.1, F 37.

Explorer Cases by GT LINE, Italy, Hall 4.1, J 21.

Elinchrom, studio lighting, Switzerland, Hall 4.1, H 9, I 10.

FEISOL, tripods, USA, Hall 4.1, A 39.

MamiyaLeaf, Hall 4.1, B 40, Denmark (but the cameras are made in Japan and the original digital back was developed in Israel).

Packetshot Creator Sysnext, 3D scanner, France, Hall 4.1, A 27.



ProMediaGear, gimbal heads, USA, 4.1, B 25.

Savage Universal Corporation, backdrops, Hall 4.1, G24.

Schneider, Germany, Hall 4.1, B 9, C 8.

Sunbounce, reflectors, Germany, Hall 4.1, H 45.

Tecco, book printer ?, Germany, Hall 4.1, F 37.

Wacom, pen tablets, USA, Hall 4.1, I 31, J 40.

Westcott, studio lighting and reflectors, USA, Hall 4.1, G 41.

x-rite PANTONE, color management, USA, Hall 4.1, J 29.

Ztylus, lenses for iPhone, USA, Hall 4.1, F11.

## Hall 4.2

B+W, in the booth of Schneider, Hall 4.2, D 26.

Fujifilm

HP, Spain, Hall 4.2, E 8, F 5.

Kodak, USA, Hall 4.2, E 20, F 29, what little is remaining.

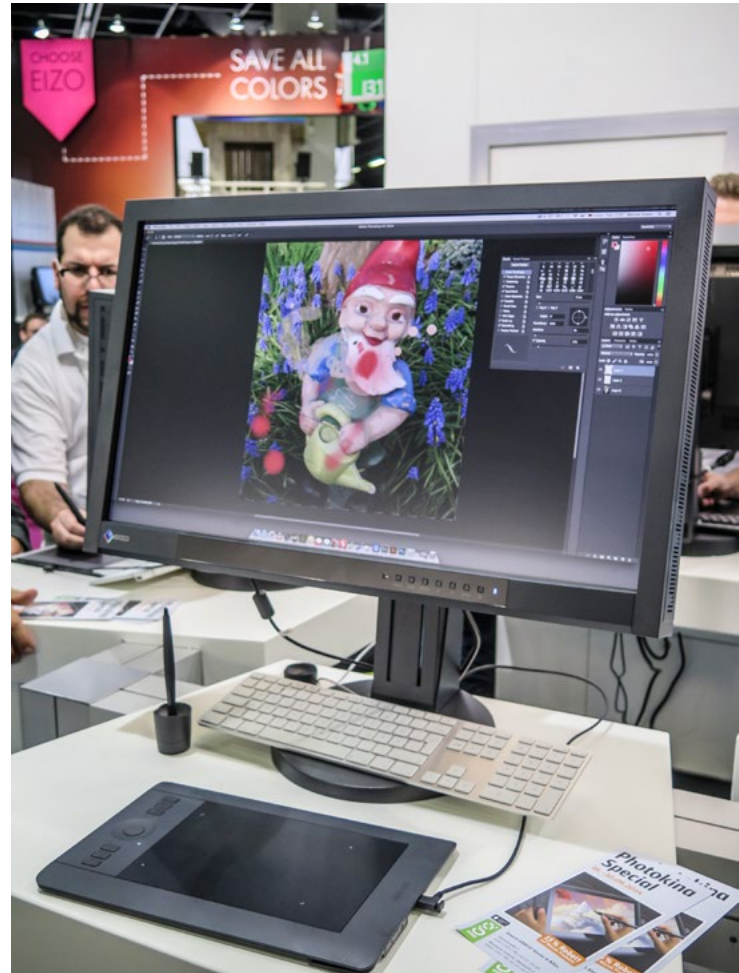
Linhof, Germany, Hall 4.2, F 31.

Metz, Germany, Hall 4.2, A 40.

Rollei brand is in Hall 4.2, D 24, curiously, mostly tripods.

Schneider, Germany, Hall 4.2, D 26.

SIGMA





Wacom, pen tablets, USA, Hall 4.1, I 31, J 40



Western Digital (WD), USA, Hall 4.2, C 12, D 13.

Zeiss, 2.2 ?? or Hall 4.2, C 29.

DHW, Germany, Hall 4.2, D 36 (is this what is left of Rollei medium format ?). DHW pulled out at the last minute and was not present.

# Hall 5.1

MakerBot, Hall 5.1, C 11.

Hall 5.2

Hoodman, USA, Hall 5.2, D 26.

Sony, Hall 5.2.

Tamrac, cases, Hall 5.2, C 27.

# Hall 6

No products of interest; 70% of this hall is photo exhibits.

# Hall 7

Not used for Photokina 2014.

# Hall 8

Not used for Photokina 2014.



# Hall 9.1

360 Fly, panorama systems, Germany, Hall 9.1, B 28.

Shenzhen AEE, drones, China, Hall 9.1, A 9.

BallPod (BoSiHo Leisure Products), plump camera (tri) pods, Hall 9.1, A 16.

(Steifelmayer-)Contento, laser creation of 3D images inside glass cubes, Hall 9.1, C 14.

DICAPAC, underwater, Korea, Hall 9.1, B 1.

DJI, drones, Germany, Hall 9.1, B 6, C 7.

Ewa-Marine, transparent bags to cover camera for underwater, Germany, 9.1, A 12.

Giroptic, panorama systems, France, Hall 9.1, B 9.

GoPro, Hall 9.1, A 14, B 17.

Kolor, panorama systems, France, Hall 9.1, B 18, C 19.

Naneu, camera backpacks, USA, Hall 9.1, C 12.

NANUK by Plasticase, Canada, Hall 9.1, C 48.

OKI and Forever, F 15.

Pacsafe - Outpac Designs, simple camera carrying (slings, etc.) Germany, Hall 9.1, C 27.

Panono, panorama systems, Germany, Hall 9.1, A 18.

Pexagon Technology, memory, USB sticks, USA, Hall 9.1, B 25.

Veho, underwater, England, Hall 9.1, C 25

Zear, underwater, Korea, Hall 9.1, A 20

Xelfie, Korea, Hall 9.1, not in catalog.



Xtreme Electronics 3D Systems Ltd., Imaging Software: 3D or Panoramic or Visual Reality Software, Hungary, Hall 9.1, A 21.

# Hall 9.2

Not used for Photokina 2014.

This hall-by-hall list is the start of a series of focused reports on a diverse variety of digital photography product categories.

So week by week we will be issuing updates.



We appreciate the memory supplied by Hoodman for our evaluation.

64GB memory size is especially useful for each of the three photographers on the FLAAR Reports team.

The photograph here shows Hoodman SD memory cards out on location in the jungle covered Q'eqchi' Mayan language area mountains of Guatemala.

