

Photo Plus Expo

On October 27th we set out to explore different super companies like Sony, Canon and Nikon and many more were there; also local companies were there some that I never heard of but from what I saw they have the potential to be a big company. The layout of the expo was of no surprise the biggest companies had the front row space; as it can be seen on back ground picture on this page. Many companies gave out free stuff noting expensive but mostly interesting brochures and booklets. But what I felt that was missing was attention getting scenery etc for instance Canon was advertising one of their new camera and they used a car that seemed liked it crashed into a building and the cameras where inside the building and it showed in detail on TV screen how it looked picture will be provided.

The first Company I would talk about is Canon even though I do not honor any of their products but; the way they captured my attention with the display of the car that seemed like it crashed into a building. A Brief history of Canon; Canon was founded in 193 by the name of Precision Optical Instruments Laboratory which was located in Roppongi, Minato-ku,



Tokyo and it main goal was to research in the quality of cameras; and in 1935 the name Canon is formed. In 1955 canon New York branch was opened. In 1965 Canon U.S.A, INC was established. In the picture on the image above; Canon EOS 1D X was used to capture the image and displayed on the TV's; From what I saw on the TV display the camera took very good quality shots you could see all the debris on the car from when it crashed into building; the price tag of the camera is \$6,999.00 price is pretty

pricey I will find no use to this camera unless I change fields; but if I do Canon would be in my list of perspective suppliers.

The Second Company I Choose is SONY; I really like Sony Products Because I believe they are high quality and they are more attractive. Sony was Founded May 7th 1946 it is headquartered in Kōnan Minato, Tokyo, Japan; "The Sony name was created by combining "SONUS," the original Latin for "SONIC," meaning sound, with "SONNY," denoting small size, or a youthful boy. It was chosen for its simple pronunciation that is the same in any language"¹. SONY in my vision is a media POWER house because they have a lot of media electronics from entertainment to commercial grade products. Sony has a lot of great product



I am really interested in their NEX camera family because it good

Quality and it is affordable; Sony is a highly respectable and favored company for that same Reason.

One of the local Company that took my interest was a Company Named

Fine Art Album which is located in Mineola, Nassau County NY; Fine Art

Albums

is not an Electronic Giant like Sony and cannon it's a local company

that produces professional grade printed materials, I recorded a

video the File name is M4H01702 it's a short clip with one

of the workers doing a commentary. I liked their

products because when you look at it you can see the quality that it is made with its precise; on their Albums

all the Binding is done by hands; the sheets are printed on Photo

Paper and nothing is run through press as said by the worker. The look of

the



1 - Information obtained from SONY.COM

albums were amazing they have albums in metal casing it looked really great; They also make photo in shapes like the image on previous page; by me feeling that picture I can see and feel the quality the photo was printed on a thick paper its nice and sturdy it looks like it was built to last.

In Brief the expo was a good experience I wish I could have stayed longer; I learned of great local companies that should advertise more for people can learn of them because a lot of them I never heard of but from what I saw they are a great company.