

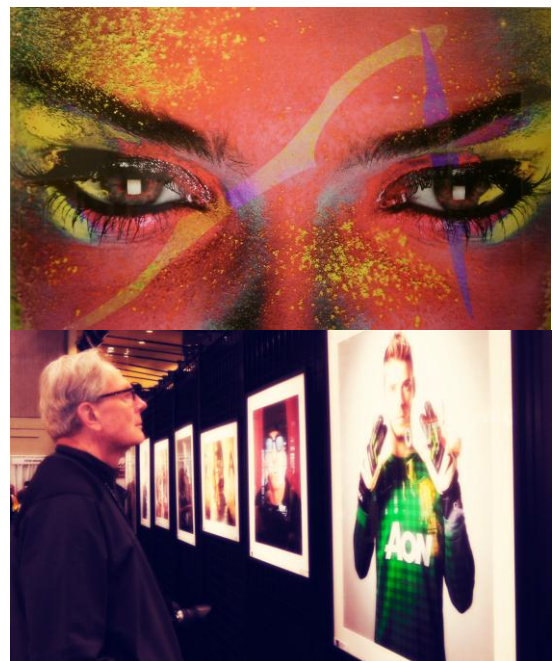
What is the first thing that comes to mind when seeing this image?



Startling right? It sure is. This scene is from this year's PhotoPlus Expo. For those have heard of this event before, it is the largest photography and imaging show in North America. Over 250 exhibitors present various cameras, printers, books and magazines and more for the public to see. Along with seeing new products, demonstrations are given by photography experts so you're able to shoot the perfect shot. PhotoPlus also held conference seminars featuring Stephen Shore, David LaChapelle and James Balog.

The expo was held at the Jacob Javits Center. When I first arrived there, I have to admit... it was pretty overwhelming. Various demonstrations were being held by professional photographers and big name companies such as Nikon and Olympus. Both Nikon and Olympus had entertainment

including a yoyo champion, juggler, hip hop dancers, a ballerina and oddest of all, a contortionist. All of



these entertainers were there for visitors to test out various cameras from the companies, and also...it's just fun! Another exciting element to the expo was the galleries displayed throughout the expo. One of the best galleries at the expo was the Epson gallery. From amazing photograph to the next, Epson took the opportunity to show the differences between the types of papers and finishes that can be used for photos. The images below are from the Epson gallery. It consists of one image but on different types of paper with a different finish. The images were placed side by side in the gallery to compare the differences, which to me and pretty amazing.

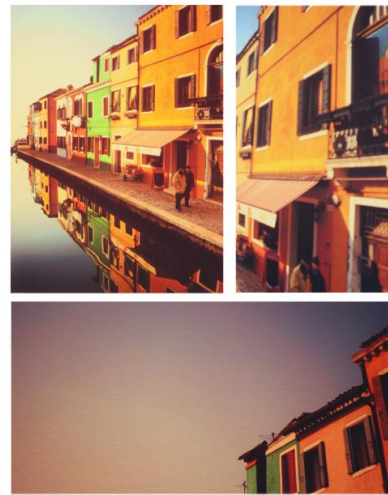
Canvas Natural Gloss



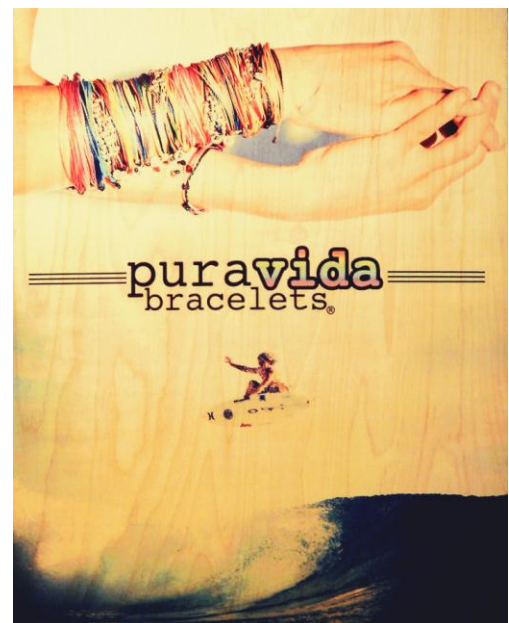
Canvas Natural Satin



Canvas Natural Matte

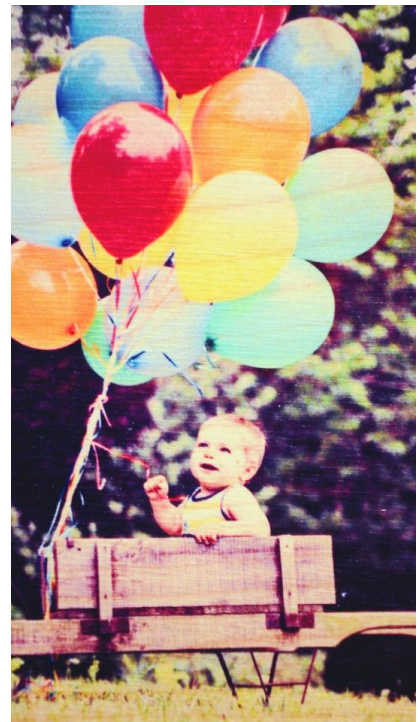
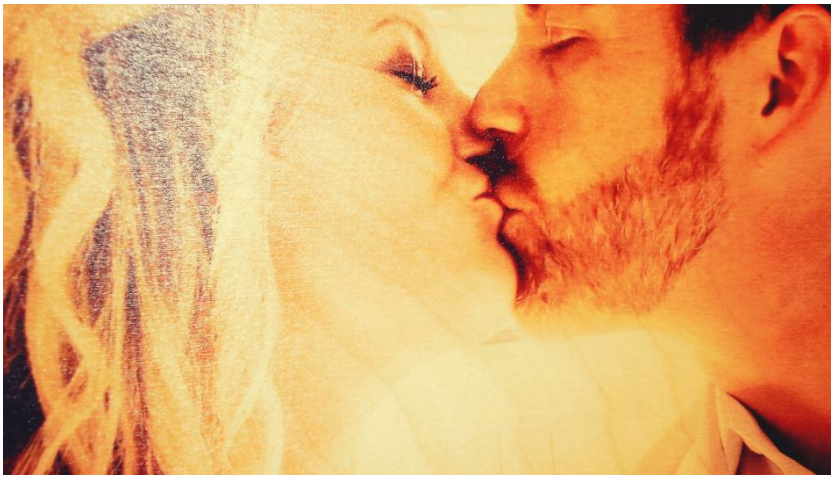


All of the Demos and gimmicks were great to see, but my main goal was to get the chance to view the various exhibitors and see which ones would catch my eye. There were plenty of interesting exhibitors and the first one that caught my interest was a company called WoodSnap. When I saw the name I stopped by their booth to find out what their company was about. When thinking of the kinds of substrates to print photos on, most people would think of the obvious: paper, clothing,



bags, boxes etc. But most wouldn't think of wood, but the creator of WoodSnap did. Based out of California, with printing experts of over 15 years, WoodSnap gives people the chance to print images on high quality wood. When I got the chance to talk to one of the Reps for the company, she said the process is like "getting a tattoo".

They print their images on high quality wood using special water based inks that preserve the image. The process of the printing is kept secret but on WoodSnap's website they say, "We have a team of little magical elves that use their mystical mind powers to print directly on your wood canvas!" The process



takes place at their company and only takes two to four days for the images to be printed. They can print images on wood sizes from as small as and 8 by 8 inch to as large as a 30 by 40 inch wood. Every image branded and has grooves on the back of each wood along with slots so they can be hung on walls. WoodSnap had examples of their work at the expo and I have to say their work is amazing. The colors on the wood are vibrant, and the details on the images are of high quality. The last question I asked the Reps and WoodSnap was why on wood? Their main answer was because it's fun! In one of the videos on their website they say that it gives and organic feel, that it's one of a kind since no two pieces of wood are the same. Here are some of the samples of their work.

After my stop at WoodSnap, I went back to search for another interesting exhibitor at the expo. In an expo mainly featuring digitally advanced cameras, to my surprise Polaroid was there as an exhibitor. Polaroid photography has been around for decades, making capturing moment easily and instantly. Polaroid featured their newest cameras including: Polaroid 300, Z2300 and Z340. When I spoke to one of the reps for Polaroid, She showed me one of their new cameras and I can honestly say that Polaroid has come a long way. The cameras displayed at the expo have a digital viewer, letting people preview images before they're printed from the camera. Also effects can be added such as backgrounds and you can use multiple effects at one time.



When I asked about how the images are developed from the cameras and she told me about a new process that Polaroid has called ZINK. Zink stands for Zero ink, meaning no inks or ribbons are needed for the photos but thermal technology. In their collaboration with Zink Polaroid

paper consists of three layers that have designed dye crystals that are protected with a clear overcoat. Inside the cameras heat is used to activate the dye crystals. Once the image is shot, the white photo paper slowly turns into a full colored image.

The exhibitors advertising at the expo was exceptional. I was able to get one of WoodSnap's pamphlet. It has a vintage, rustic but modern feel. Right on the front of their Pamphlet, it shows a stunning example of their work and the detailing that is featured on every canvas they produce. A big plus about the front of their pamphlet is that their contact info is listed for consumers to contact them. On the inside of their pamphlet, it's straight to the point as to why their product is worthy of buying, some of the reasons include: vibrant colors (which I agree) water-resistant surface, free image re-touch and sustainable.

Another thing that makes WoodSnap special is that they're eco-friendly and plant trees for every purchase

that is made at their company which they include in their pamphlet. WoodSnap shows many examples of their work in their pamphlet also.

FujiFilm Instax Mini also has incredible advertising at the expo. Instax mini had cards that looked like mini polaroid photographs which was pretty interesting. On one side it displayed group photo and on the other side was an advertisement about Instax Mini and where to find more info. Not only were cards handed out, visitors had the chance to see a commercial at the expo advertising Instax Mini. The commercial included bright colors, graphic patterns and a collage feel. It was definitely geared towards a younger audience like myself and I enjoyed the commercial. Along with the cards and commercial, visitors had the chance to get their photo taken with the Instax Mini of keeps. I got a picture taken and held up one of the various props available of the pictures.

The final company's advertisement that caught my attention was MOO. Moo is an online printing company that prints business cards, postcards, sticks, labels and more. What make Moo unique is that they invented "printfinity" which lets consumers have a different image produced on every card in the pack that they order. Moo handed out samples in special small envelopes. On the opening of the envelope there is a sticker that says "Yay!" and on the envelope is says "Don't be shy, open me!" Once it's open you get the chance to see samples of their product. Images from a photography company are printed in many different ways such as business cards, a postcard, greeting card, mini cards and stickers. On the back of the cards is a description is the type of card it is, like glossy or satin and what type of images are best of it and etc. What a smart way for potential buyers to view their products. Along with the sample products is a brochure about Moo.

I thoroughly enjoyed the Photo plus expo. As an up and coming graphic designer I was intrigued by the various products, demos, galleries and entertainment during my visit. I am definitely looking forward to next year's expo.