

# Photography

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# UK



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# Another success at The Photography Show

Thousands attended The Photography Show last week including more retailers, speakers and workshops. The show, which started on March 18 and ended on March 21, took place at the NEC in Birmingham. Each day was packed with things to see, hear and do, with over W300 stalls and more than 100 speakers.

One of the most notable changes to this year's show was the amount of drone distributors; there was not only a large drone zone, but each seller had their own mini drone zone showcasing some of the latest technology. Power vision showcased their PowerEgg and PowerEye. Both have flight times of up to 24 minutes and can video stream up to 3.1 miles. The PowerEgg has 4K UHD camera with a 360° panoramic view. Aerial Motion Pictures also showcased their drones as well as, giving one lucky show comer the chance to win a free drone course worth £999. The drone zone added to the fantastic atmosphere as people crowded round to watch.

Before the show, Epson, released a press release stating they would be showcasing the new SureColor SC-P5000 printer - this was clearly a success as the crowd around the stall seemed engrossed in the new equipment. Although there was a lot of new equipment on stalls they all seemed to sell out very quickly. By Saturday afternoon, the shop Calumet sold out of the Nikon D500.

Although drones seemed to shine in this year's show one of the new displays included Virtual Reality (VR) and 360 theatre. Over the last year VR has become extremely popular and most are excited to get their hands on a VR headset. The stall had a bicycle and the rider wore a VR headset and peddled, however as this is usually only useful to the wearer, in front of the rider was a screen showing what they see whilst wearing the headset. This stall seemed to be very popular with the public queuing to try it out.

Another thing that kept the public busy were the workshops which were incredibly interesting. Each seating area was filled with show comers for each workshop, this was a nice change as people were able to watch how images were produced instead of just being told.

Peak design showcased their camera straps and bags which was interesting. They also had a helpful introduction during which the

presenter showed how attaching circular clips to the camera can help quicken the process of packing and unpacking equipment; they even showed their range of camera clips including the capture lens which allows the user to change lens with ease and can hold two lenses. Although this only seemed it would be helpful to outdoor photographers more so than others it was still great to see the new innovations in equipment.

Many of the stalls had models to try the equipment on. Fujifilm had a man in a fantasy costume modelling, Nikon had two motor bikes and a table of beautiful flower arrangements and Canon had a table full of paint pots and brushes. Pentax even had a working train set to photograph and B&W Filter had a working fountain with wild mushrooms and moss to test close up lenses. Having these really added to the stalls as it was a chance for people to compare equipment and try out potential buys.

## The show is extremely popular

Another stall that was at the show was TurnsPro LTD, they showcased their TurnsPro Time Lapse Camera Mount 360 Rotation. There were various different examples of how this product can be used; a camera was mounted on one, a phone on another and GoPro, all turning 360°. With this being a new piece of equipment it was great that people could pick it up and play around with it as people attending the show just want to try out all the latest gadgets.

Dorr had a stall selling camera equipment, although this isn't uncommon at the show they had different discounts for various different equipment. With up to 15% off this is one of the reasons the show is so successful, people can visit and buy the products that they want at discount prices.

Rocky Nook a store at the show was selling books on different cameras and how to guides; they were selling out of various

different books as they had 25% off all books, although this was brilliant for the public on the other side of the hall was a similar stall with the same discount.

The show is extremely popular but there is a lot of competition between sellers. This is expected, but with it being the only UK photography based show there aren't many chances for companies to exclusively sell products, unless its online. Many of the main distributors such as rode, Nikon and Canon were selling their products through shops like Camera World and Calumet. Using these other shops makes a huge difference as the queues around the stalls showed they were all incredibly popular.

Student day was on the Tuesday and was incredibly busy. Stalls were still all the same but many of them gave student discounts and other offers. This is a great idea as it gives students who otherwise may not be able to afford some of the equipment the chance to buy while the sales are on. The Calumet stall was offering freebies to students who signed up and Adobe had information on their student discounts and many of the other stalls followed suit. Some even had special talks to encourage students to learn about the products and software.

A lot of people collected free bags from stalls such as Sigma, K&F Concept, Zenfolio and Olympus. Nikons free canvas bag advertised it's 100th year anniversary. Not all stalls were giving away freebies but it's a great way to attract the public, this was definitely shown by the crowds swarming around these stalls.

As this year's show is now over the pressure is certainly on for next years show.

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