



## **S.E.A. VIEWS & NEWS: February 2007**



Welcome to our new regular newsletter. As it's the ski season and snow is forecast for the UK, in this issue we're giving away a few insider secrets on how to take breath-taking photos in snowy conditions. It's also packed with the latest information from Simon Emery and the team at S.E.A. together with client case studies, competitions and special offers. We hope you enjoy it...

### **SIMON SAYS**

#### **How to take stunning photos in the snow**

##### **Keep equipment warm and dry**

A friend of mine went on an organised tour up Mount Everest and was the only one to come back with any photos. Why? Because she kept her camera battery in her bra!

In really cold conditions, your camera battery will 'die', thinking it's run out. It will 'come back to life' again when it's warm. My top tip is to take two sets of batteries, keeping one set close to your body heat and swapping them around as necessary. I also recommend you use well-insulated camera bags.

Remember, you need to keep warm too, so wear many layers of clothing to avoid camera shake due to shivering.

##### **Get the exposure right**

A lot of snow in the scene can lead to under-exposed images with murky grey instead of crisp white, and loss of detail in dark areas. If you have a manual camera, you need to over-expose by one or two stops. If you use an automatic camera, first point it at a shadier scene, a nearby face or even your own hand. Press the shutter halfway down and hold it while you turn to recompose the original scene. Press the button fully down for a perfectly exposed snowy image.

##### **Speed up for action shots**

If you take a standard snapshot of your beloved shushing down a black run, they will probably come out blurred. For manual cameras, you need to use a fast shutter speed such as 1,000th second. You don't have to worry about F-stops as there will be plenty of light. On a digital camera, the 'sport' setting should give you a sharp result.

## VISIT OUR STUDIO

After years of renting studio space, we finally have our own studio at last! The new S.E.A. Photography studio is located in the Capital Business Centre in South Croydon, and is ideal for photographing people and table-top products. Of course we are still fully mobile and can travel to any location to take whatever photos you need.

We love having visitors! Next time you're in the area, why not pop in for a chat and a coffee?

## SEE OUR NEW SITE

We've just launched a shiny new website where you can find out more about us, admire our Portfolio pages, and see what our clients have to say. Please have a look at [www.seaphotography.com](http://www.seaphotography.com) and then tell us what you think.

## CASE STUDY

A Bromley counsellor phoned one Thursday and said: "I need a selection of photos by Monday, can you help?"

With Simon and Nigel's press backgrounds, we're used to speedy turnaround times, so we said: "Of course we can!"

The counsellor came to our studio that evening. He left with a selection of pictures in time for the deadline as well as the whole shoot on CD for future use.

## COMPETITION

### **Mother's Day Makeover**

We are offering a F.R.E.E. makeover and photo-shoot to one lucky mum, especially for Mother's Day.

Prize: Make-up by [www.theacademyofnails.co.uk](http://www.theacademyofnails.co.uk) PLUS photo-shoot at the S.E.A. studio in South Croydon.

How to enter: Simply send us your name, the name of a mum (it could even be you!), and in 20 words or less, explain the reason why she ought to win. The winner will be the most deserving entry in the opinion of the judges – that's us!

Deadline for entries: 28/2/07.

We all know that Mums deserve a special treat. So go on, nominate a mum today!

**OFFER OF THE MONTH**  
**Coffee Break Portraits**

Do you need an up-to-date corporate portrait, but don't have time for a full photo shoot?

For February only, we have set up our South Croydon studio for walk-in/walk-out business portraits – so quick and easy that you can have a professional photo taken during your coffee break!

We'll then provide your chosen image(s) on disk, ready for you to use in your marketing, personal profile, website or newsletters.

Cost: Only £49.99 + VAT (including coffee)

This offer is valid until 28 February 2007.

Phone Charlotte on 020 8916 2399 to book your coffee break portrait now!

--

S.E.A. Photography Team

Tel: 020 8916 2399

Mob: 07889 894276

[www.seaphotography.com](http://www.seaphotography.com)

We don't want to hassle you with unwanted emails. So please reply to this message if you'd like to unsubscribe from our mailing list.