

THROUGH THE LENS

Newsletter

April
2023

IN THIS ISSUE..

Pinups & Racecars
at the Roush (Livonia)



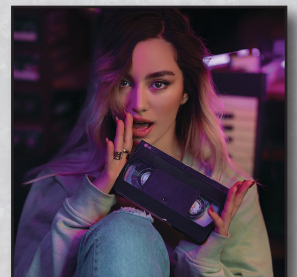
New @ Camera Exchange
for Content Creators



Meet The Team:
John Campbell



Pre-owned Cameras and Camcorders
for the vintage look



Friends of Camera Exchange
Featured Photographer: Jami Haarz
(Digital Boutique Photography)



Pinups & Racecars



Model: Presley / Lisa Nicole



The exclusive Pinups & Racecars event was held at Roush Automotive Collection, in Livonia, MI on Saturday, April 1st.

This amazing event was held courtesy of Sherry Hagerman from ClickCon, in conjunction with Robert Vanelli from Skylum Software, and of course Camera Exchange.

It was a hands-on photography experience photographing Roush's most prestigious cars and multiple models in a pinup style. After the photo shoot, the participants headed back to Camera Exchange in Waterford, where Robert Vanelli from Skylum provided training on the Luminar AI software.





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The light shaping company™



Talk to us about your lighting needs and we can advise you of the best options for your photography. We have a comprehensive range of Profoto lighting, modifiers and accessories at the best prices!



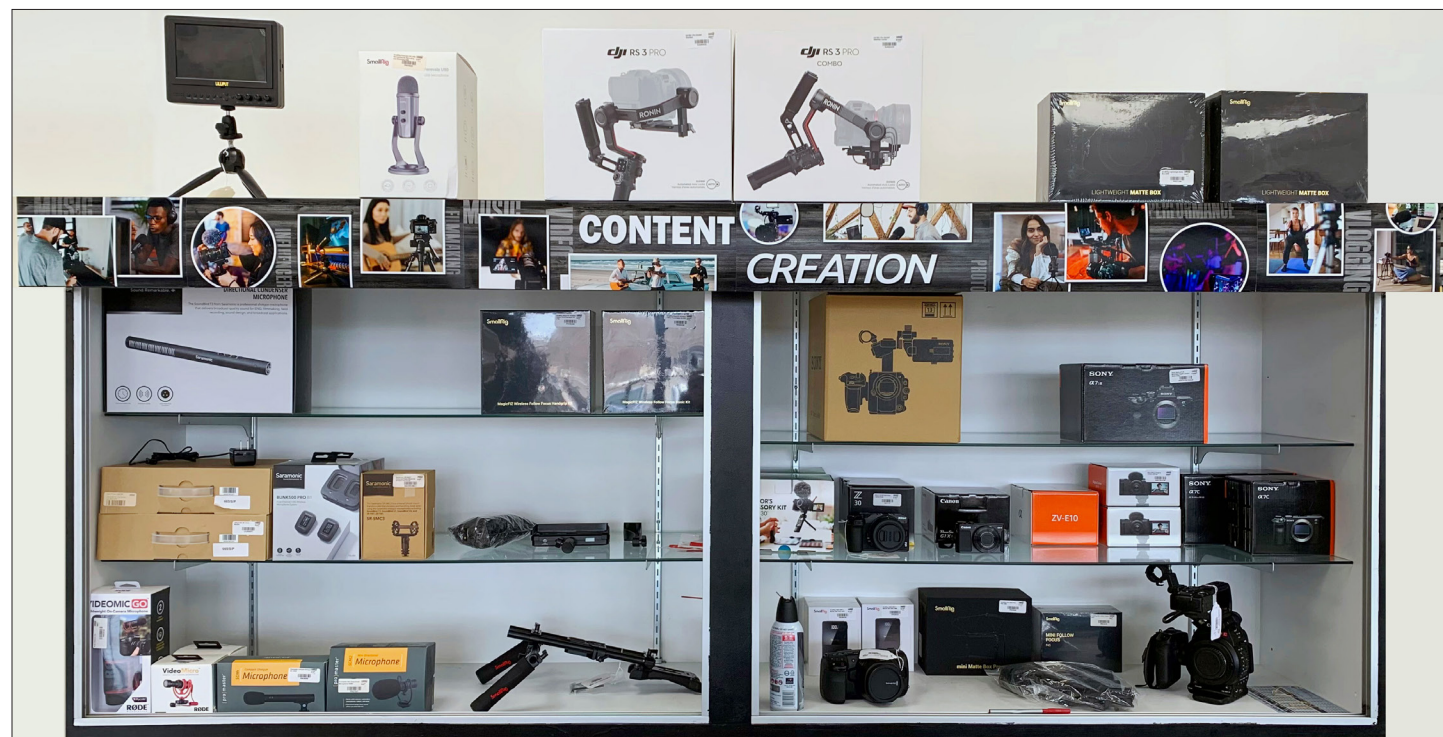
NEW
@ **CAMERA EXCHANGE**

for

CONTENT CREATORS

Meet The Team

JOHN CAMPBELL



We now have an area in our store, specifically for Content Creators, where you can browse equipment that would be used for vlogging, photo and video production. Come in and speak to one of our Sales Associates, and we can set you up with the right equipment to suit your specific needs.



John joined Camera Exchange in August 2022 and is our website, graphics and email marketing person. He also teaches photography classes at Camera Exchange, does video transfers and helps out with sales. Also known as “that guy with the accent”, he has a strong background in graphic design and printing, as well as previously working as a wedding photographer and videographer.

John moved to Michigan in 2016 and has overstayed his welcome ever since! His interests include photography (of course), drumming, and competing in track and field. When not at work, you can usually find him at either the gym, track or walking out in the local park.

He has an affinity for animals and has owned (and trained) several dogs in obedience and agility, and even appeared on TV with his dog Flynn (pictured below). John is also known as the “squirrel whisperer”, which was due to his love of photographing squirrels and other wildlife that can be found in Michigan.

Another of John’s passions, is music. He has been playing the drums, semi-professionally in bands since the age of 18 and has appeared in several music videos, which thankfully have since been lost to the ravages of time. In recent years, he has been competing in the sprint events at masters track and field meets and now he’s hooked for life.

If you’re ever talking to John in the store, or on the phone...you’ll score bonus points if you can guess his accent!





UPGRADE TODAY!

Offer is available with same day in-store purchases only from March 15, 2023 through April 23, 2023

RECEIVE STORE TRADE-IN VALUE*

Trade-In a working interchangeable lens camera &/or lens from any brand



RECEIVE UP TO \$1,000 TRADE-UP CREDIT*

towards the purchase of one Eligible Canon Product when you Trade-In one working interchangeable lens camera (digital or film) or lens. Plus, purchase a second Eligible Canon Product and you may receive an additional credit!



ELIGIBLE PRODUCTS	Trade-Up Credit on Purchase of ONE (1) CANON Eligible Product	Trade-Up Credit per Product on Purchase of TWO (2) or more CANON Eligible Products
CINEMA EOS CAMERAS		
EOS R5 C	\$500	\$500
EOS R5 C RF24-105mm F4 L IS USM Kit	\$500	\$500
EOS MIRRORLESS CAMERAS		
EOS R3	\$500	\$500
EOS R5	\$500	\$500
EOS R5 RF24-105mm F4 L IS USM Kit	\$500	\$500
EOS R6	\$300	\$300
EOS R6 RF24-105mm F4 L IS USM Kit	\$300	\$300
EOS R6 RF24-105mm F4-7.1 IS STM Kit	\$300	\$300
EOS R7	\$200	\$200
EOS R7 RF-S18-150mm F3.5-6.3 IS STM Kit	\$200	\$200
EOS R7 Content Creator Kit	\$200	\$200
EOS R10	\$150	\$150
EOS R10 RF-S18-45mm F4.5-6.3 IS STM Kit	\$150	\$150
EOS R10 RF-S18-150mm F3.5-6.3 IS STM Kit	\$150	\$150
EOS R10 Content Creator Kit	\$150	\$150
SUPER TELEPHOTO LENSES		
RF400mm F2.8 L IS USM	\$500	\$500
RF600mm F4 L IS USM	\$500	\$500
RF800mm F5.6 L IS USM	\$750	\$750
RF1200mm F8 L IS USM	\$1,000	\$1,000
RF600mm F11 IS STM	\$75	\$100
RF800mm F11 IS STM	\$100	\$150
RF100-400mm F5.6-8 IS USM	\$50	\$100
RF100-500mm F4.5-7.1 L IS USM	\$250	\$350
STANDARD ZOOM LENSES		
RF70-200mm F4 L IS USM	\$100	\$150
RF24-105mm F4-7.1 IS STM	\$100	\$150
RF70-200mm F2.8 L IS USM	\$200	\$250
RF15-35mm F2.8 L IS USM	\$200	\$250
RF24-70mm F2.8 L IS USM	\$200	\$250
RF24-240mm F4-6.3 IS USM	\$100	\$150
RF24-105mm F4 L IS USM	\$100	\$150
RF28-70mm F2 L USM	\$200	\$250
STANDARD & MEDIUM TELEPHOTO LENSES		
RF50mm F1.8 STM	\$20	\$40
RF85mm F1.2 L USM DS	\$200	\$250
RF85mm F1.2 L USM	\$200	\$250
RF50mm F1.2 L USM	\$200	\$250
WIDE-ANGLE LENSES		
RF5.2mm F2.8 L Dual Fisheye	\$700	\$900
RF16mm F2.8 STM	\$25	\$50
RF14-35mm F4 L IS USM	\$200	\$250
RF15-30mm F4.5-6.3 IS STM	\$100	\$150
MACRO LENSES		
RF100mm F2.8 L Macro IS USM	\$200	\$250
RF85mm F2 Macro IS STM	\$50	\$75
RF35mm F1.8 Macro IS STM	\$50	\$75
RF24mm F1.8 Macro IS STM	\$50	\$75

*Offer is only available from March 15, 2023 through April 23, 2023 ("Promotion Period") at participating Canon Authorized Dealers and is valid on same day in-store purchases of Eligible Products only.

During the Promotion Period, participating Canon Authorized Dealers will offer a Trade-In + Trade-Up promotion where a consumer who trades in one (1) or more working digital or film interchangeable lens camera or lens ("Trade-In Product") will receive (a) a Trade-In amount determined by the Canon Authorized Dealer, and (b) a Trade-Up credit in an amount set forth in the chart above for every purchase of one (1) or more Canon Eligible Products listed herein. Offer is available on the purchase of new Eligible Products only and is not valid on used or refurbished products. Each participating Canon Authorized Dealer will determine, in its sole discretion, the Trade-In amount of each Trade-In Product. Such Trade-In amount may vary depending on condition and age of the Trade-In Product and other factors. The Trade-Up credit amount is not a cash equivalent, may not be redeemed for cash, and is available only for the purchase of one (1) or more Eligible Products at the time of the Trade-In. When two (2) or more Eligible Products are purchased during the Promotion Period at participating Canon Authorized Dealers, those two (2) or more Eligible Products must be purchased in a single transaction and listed on one (1) receipt. The Trade-Up credit amount is forfeited if the Eligible Product purchased under the promotion is returned for any reason whatsoever. The Trade-In Product must be surrendered at time of Trade-In. Neither Canon nor the participating Canon Authorized Dealer is responsible for any images stored in Trade-In Product's memory or for a memory card left in a Trade-In Product. Canon Authorized Dealers are not required to participate in Trade-In + Trade-Up program.

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See back for complete program details, eligible products and credit amount.



AT CAMERA EXCHANGE, WE KNOW RETRO!

We have a good range in stock, of pre-owned digital and film point and shoot cameras and camcorders, plus the film and tapes that you need, to capture those moments with the "vintage look" that is so popular right now.



35mm film point and shoot camera prices from \$29.99 and camcorders from \$79.99. Come in and see our range of vintage camera gear.



We are now carrying a range of Shimoda products, in-store at Camera Exchange. Shimoda are a manufacturer of camera bags, backpacks, camera bag core units, shoulder straps and other accessories. Drop in and browse our selection.

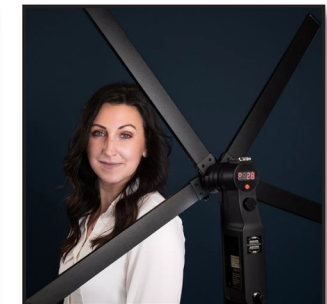


LED Star Light

Add a twinkle to your eye and feel like a star! The Savage Star Light creates intriguing catchlights in your subject's eyes for a special look that sets your photos and videos apart. Enjoy even lighting similar to a ring light, with a more unique catchlight.

Other retailers: \$283.99

Our price: \$89.99

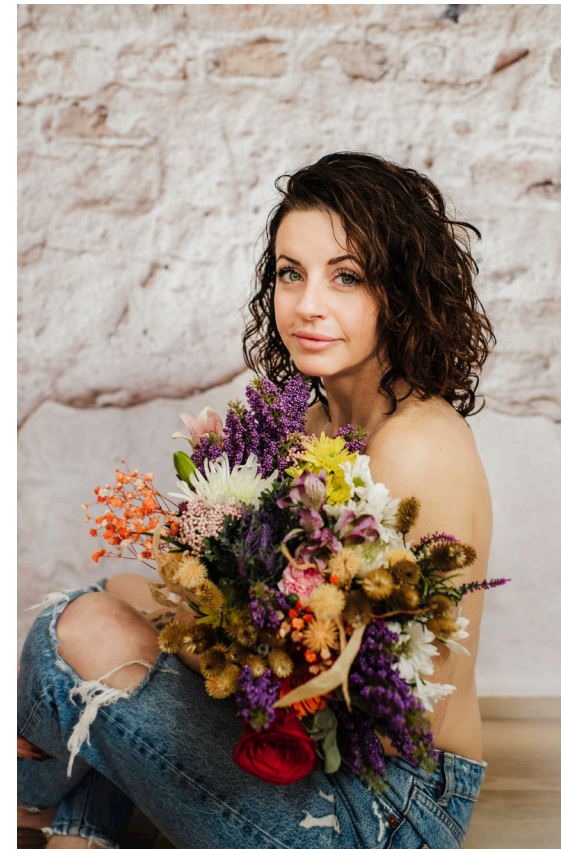


Friends of Camera Exchange

Digital Boutique Photography - Jami Haarz

I am a wife, mom, dog momma and portrait photographer from Lapeer, MI. I mainly work with children, families, and high school seniors. But if you follow me you will also see lots of pictures of my fur babies and all of my traveling adventures! I believe that living life to the fullest is all about making meaningful memories with others and creating beautiful moments that will last forever.

I have always loved taking pictures and capturing memories. I remember getting a polaroid camera for my birthday when I was about 10 years old, I still love looking at those images and the feelings they bring back! I didn't get into professional photography until about 14 years ago when I was making and selling costumes on Etsy, and I really wanted better pictures of my creations. So I picked up some photography classes and was hooked. I traded in my sewing for a camera and haven't looked back!



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