



Capturing Your Imagination!



www.SIRUI.com

September 2017

WELCOME!

We hope everyone had a great Summer and welcome to the September edition of Capturing Your Imagination. With school starting back up it's the perfect time to upgrade your gear for all the great activities that will be happening in the coming months. Our goal at SIRUI USA is to provide you with the latest news on our products, introduce you to some great photographers and to help you Capture Your Imagination.

This Newsletter will be delivered on or about the 25th of each month and we expect this to become one of many opportunities for us to interact with all types of photographers. We would love your ideas for future editions. Please feel free to forward your ideas to news@sirui.com

SIRUI Professional Profile – Craig Varjabedian, Photographer and Eloquent Light Photography Workshop Instructor.



“There is a point where the veil opens and an intuitive sense of what is being photographed reveals something authentic and beautiful. It may only last for an instant. I want to capture that magical moment and show it to the world, because it may never reveal itself again.”

– Craig Varjabedian

Craig Varjabedian’s memory of the day that inspired his passion for photography is as clear as the glacial waters of Lake Louise in his native Canada. Craig was seven years old and in awe of the majestic landscape around him. His mother encouraged him to peer into the viewfinder of the family’s Kodak camera for the first time and release the shutter. In that instant, he discovered the wonder of capturing a moment in time.

Later lured by the enigmatic vistas and people of the American West, Craig made Santa Fe, New Mexico, his home and found the artistic voice that is the hallmark of his fine art photography.



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Craig's passion is creating art that explores and expresses the truth of his experiences in intimate portraits and luminous landscapes. His luminous photographs reflect his heart-felt connection to authenticity and beauty; the photographer uses the depths of black & white and the nuances of color to move viewers beyond the realm of simple print on paper. For over forty years, his devotion to making photographs and producing meticulously hand-crafted prints is evident in each image he makes. The results are images only a master in love with his art can divine.

Ten books have been published on Craig Varjabedian's photographic work, including *En Divina Luz: The Penitente Moradas of New Mexico*, *Four & Twenty Photographs: Stories from Behind the Lens*, *Ghost Ranch and the Faraway Nearby* and *Landscape Dreams, A New Mexico Portrait*. His upcoming book *Into the Great White Sands* celebrates the beauty of White Sands National Monument, will be published by the University of New Mexico Press in Spring 2018.

All images on this page and the following are property of Craig Varjabedian



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Craig Varjabedian ©



Craig Varjabedian ©



To see more of Craig's work, please check out:

<http://www.sirui.com/craig-varjabedian.html>



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Tip of the Month

Are you attending the Photo Plus Expo October 24-27 at the Jacob Javits Center in New York City? If you click the link below to get your free pass from SIRUI for the Expo and 15% off a full conference pass!

<https://l.feathr.co/v0/photo-plus-2017-sirui-usa-llc-x>

Come visit SIRUI USA and check out our full line of products at Booth 1155.

Product Releases/Product Highlights – New A-1005 Aluminum Travel Tripod Kit

This full featured Aluminum Tripod Kit contains all the features today's demanding travel photographers want in a travel tripod and will be available for \$139.99.

The SIRUI A-1005 Tripod kit includes the following features:

1. Fully retractable dual stage center column provides an additional 12 inches of height for a maximum height of 58.5 inches. 46.5 inches with the center column retracted.
2. New "no groove" center column design adds stability and comfort.
3. ½ Turn Twist-Lock Leg Locks for quick and easy deployment.
4. Tripod leg easily converts to a monopod and the center column attaches in seconds to create a monopod with a maximum height of 60 inches.
5. Reversible 1/4-inch to 3/8-inch mounting screw included to maximize its capabilities when being used as a tripod or a monopod.
6. 3 leg angle positions for maximum flexibility in all shooting environments.
7. The center column can be detached and inverted for low angle or macro shooting.
8. Legs fold 180 degrees for a folded length of only 14 inches.
9. Load capacity of 22 pounds.



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- 10.Center column hook included to add additional weight to maximize stability.
- 11.Draw string case included.
- 12.Included in the kit is the Arca-compatible Y-10 ball-head with separate main locking and panning control knobs.
- 13.6-Year SIRUI Limited Warranty.

Included in the box: Tripod, Y-10 Ball Head, soft case, tools, wrist strap, instruction manual, warranty card.



Product Model	A-1005
Material	Aluminum
Sections	5
Max Diameter	25 mm / 1 inch
Min Diameter	13 mm / 0.5 inch
Max Height* (fully extended)	149 cm / 58.5 inches
Max Height* (column retracted)	118 cm / 46.5 inches
Min Height*	36 cm / 14 inches
Folded Height*	36 cm / 14 inches



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Monopod Max Height*	154 cm / 60.5 inches
Monopod Max Height (excl head)	145 cm / 57 inches
Monopod Min Height	64 cm / 25 inches
Monopod Min Height (excl head)	55 cm / 21.5 inches
Total Weight	1.2 kg / 2.7 lbs.
Load Capacity	10 kg / 22 lbs.

*Measurement includes head



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SIRUI Professionals!

The SIRUI Professional Team continues to do amazing work all over the country. Please go to our site and check out their amazing work. It's time well spent!

<http://www.sirui.com/sirui-professionals.html>



SIRUI Professionals Events and Workshops

Craig Varjabedian (Craig Varjabedian Photography) <http://www.sirui.com/craig-varjabedian.html>

Craig will be leading workshops throughout 2017 at the Eloquent Light Photography Workshops. These Workshops will be based in several amazing locations throughout the Southwestern U.S., California, Italy and Iceland.

<http://www.eloquentlight.com/workshops.html>

David Akoubian (Bear Woods Photography) <http://www.sirui.com/david-akoubian.html>

October 1-5, 2017 Out of Acadia.

November 14-19, 2017 Festival of the Cranes, Bosque del Apache, Socorro, New Mexico.

January 5-9, 2018 Winter in the Grand Tetons.

January 13-14, 2018 Festival of the Cranes, Wheeler National Wildlife Refuge

<http://www.bearwoodsphotography.com/workshops/>

Cecil Holmes (Cecil Holmes Photography) <http://www.sirui.com/cecil-holmes.html>

January 5-9, 2018 Winter in the Grand Tetons.

<http://www.natureinfocusworkshops.com/photo-workshops/>

Marc Weisberg (Marc Weisberg Photography) <http://marcweisberg.com>

September 11-13, 2017 Mastering Luxury Real Estate Photography, Orange County, CA,

<http://marcweisberg.com/2017/06/28/mastering-luxury-real-estate-photography-3-day-workshop-intensive-orange-county-ca-september-11th-12th-and-13th-2017/>



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SIRUI Retailer Events

District Camera, Photo Craft and Burke Camera November 3-5, 2017
 Nature Vision, Manassas VA
 George Mason University
 Hylton Performing Arts Center

Kenmore Camera, WA - Photo Expo November 4,5, 2017
<http://www.kenmorecamera.com/>

Ask the Experts

Feeling frustrated? Want to know how to capture a specific effect or learn a special technique? We would love to help you answer your photography questions. Send them in and we'll select a few and publish them – with answers - each month. Please send your questions to news@sirui.com with **Ask the Experts** in the subject line!

Joseph T. from Austin, Texas asked – I do a lot of video with my DSLR and where I shoot doesn't allow me to use a tripod and hand holding isn't an option. What options do I have?

Well Joseph, SIRUI offers a full line of Photo Video monopods that are a perfect solution when a tripod cannot be used and shooting video handheld is not practical. The Photo Video Monopod is a great accessory to help stabilize your videos.

The SIRUI designed and patented 360° panning hand grip produces smooth, pro-level panning effects and allows you to hold the monopod for added stability. It is foam padded for a comfortable feel and secure grip in cold or wet conditions. If you don't need the panning function, simply tighten the locking collar. The monopod can also tilt 20° in any direction by utilizing a precision ball head mechanism in the base of the monopod. You have total control of the amount of drag selected, by adjusting the tension control knob. To restrict movement (no

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tilting), twist the vertical locking collar and turn it into a monopod with support feet. Of course, the Photo video monopod is not designed to stand on its own like a tripod and we highly recommend to never leave it unattended.

All our Video monopods can be used in three different ways:

1. As a complete Video Shooting solution
2. With the support feet removed, it can be used as a standard monopod
3. The removable base can be used separately as a tabletop tripod on its own.

The full line of SIRUI Video Monopods are perfect for "Helping You Capture Your Imagination".

<http://www.sirui.com/sirui-monopods.html>



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SIRUI Wants to Feature Your Images on Instagram!

Do you have images you are very proud of and want to show them off? We are starting a picture of the week feature on our Instagram account @Siruiusa. Send us your favorites and we will share them with the SIRUI Family on Instagram. Please send your images to news@sirui.com and then keep an eye on Instagram!

Need Service or Have a Question About Your SIRUI Product?

We're glad like to help!

Email: Info@sirui.com

Telephone: 866-373-0829 or 973-415-8082

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