

JPC MAGAZINE

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Mahnemühle Hemp Paper at Olympics & Paralympics 2024

By Vimal Parmar

PHOTO ARRAY

UNDERSTANDING
SHUTTER COUNT

PHOTOGRAPHER'S PROFILE

UDTI KHABREIN

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Editor's Note

Dear Readers,

With great joy and gratitude, I welcome you to the first issue of Volume 2 of JPC Magazine. This moment is more than just a milestone. It is a celebration of the journey we have taken together, capturing stories and experiences over time.

As they say in photography, "A photograph is the pause button of life." In a world that moves so fast, this magazine has been our way to pause, reflect, and immortalise moments that matter.

The past year has been one of growth, learning, and above all, connection. Like a well-composed photograph, it has been filled with light, shadows, and colours each representing the challenges, achievements, and shared memories we have built with you, our readers, contributors, and advertisers.

I would like to take a moment to thank every contributor who poured their heart into these pages, every advertiser who believed in our vision, and every subscriber who has been with us throughout. Your belief in JPC Magazine fuels our creativity and ambition.

I am especially grateful for the guidance of our advisors, whose wisdom reminds me of the quote, "The best camera is the one you have with you." Likewise, the best guidance is the support that shows up when you need it most and for that, we are eternally thankful.

As we begin this new volume, I am filled with excitement for what lies ahead. The stories we will tell, the images we will capture, and the connections we will make are yet to be discovered. And we could not ask for better companions on this journey than all of you.

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JPC Magazine



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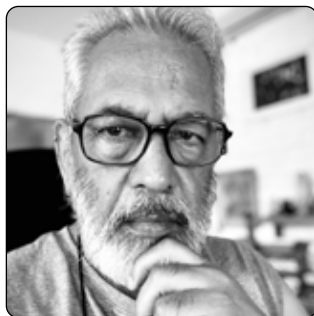
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Shubh Prasang
Sang Motisons

MOTISONS
— JEWELLERS —

Hahnemühle Hemp Paper at Olympics & Paralympics 2024

By Vimal Parmar

An independent marketing consultant and digital print evangelist with over 40 years of experience in the imaging industry.

As the 2024 Paris Olympics and Paralympics embraced sustainability, Hahnemühle’s Digital FineArt Hemp paper played a central role as the exclusive medium for the official Premium Posters. This eco-friendly, plant-based paper aligned with the Games’ commitment to sustainability and delivered exceptional print quality. From limited-edition posters to the Artistic Posters Programme, Hahnemühle’s innovative use of hemp fibres showcased how high-value print products continue to thrive in a rapidly digitising world.



As the shift towards digital accelerates in the print world, the demand for high-value print products continues to grow. The industry keeps innovating whether it is printing photographs, general commercial printing, signage, fine art prints, or packaging. A prime example is the 2024 Paris Olympics, where Hahnemühle’s Digital FineArt Hemp paper played a key role as the exclu

perfect match for the Games’ commitment to sustainability. Commenting on the choice of Hahnemühle Hemp paper, Stéphane Tisseyre, co-founder of oneart, shared, “We were looking for a high-quality paper in order to remain consistent with our commitment to enhancing printed media in line with our motto ‘Exceptional image, exceptional paper.’” The decision to use Hahnemühle Hemp highlighted both the artistic and environmental values of the Games, ensuring that the printed works would be visually stunning while aligned with the event’s eco-conscious goals.

Tradition Reinvented: Hemp Fibres in Modern Fine Art Printing

Hahnemühle’s Digital FineArt Hemp paper is created using 60% hemp fibres and 40% cotton linters, a by-product of the textile industry. This eco-friendly blend meets the highest standards of sustainability while also offering excellent print performance.



Images Credit: ©Ugo Gattoni, Premium Poster Olympics Paris 2024 framed
sive medium for the official Premium Posters, emphasising the enduring value of high-quality print in a rapidly evolving digital landscape.

The Paris 2024 Olympics and Paralympics not only celebrated athletic excellence but also embraced sustainability and artistic innovation. Hahnemühle, a German paper manufacturer, was a key player in this narrative. Its Digital FineArt Hemp paper was selected by oneart, the official licensee for Paris 2024, as the exclusive medium for the event’s premium posters. This plant-based, tree-free, and vegan paper was the



Images Credit: Mood ©Ugo Gattoni, Diptych Premium Poster Paris 2024DxO



Images Credit: Hahnemühle Digital FineArt Hemp Paper - Surface closeup and Emboss222

The natural white tone of the paper, free of optical brighteners, and its subtly textured surface combined with the matte premium inkjet coating provided the ideal surface for reproducing the intricate designs of the posters.

Hemp has a long history in paper production, famously used in the Gutenberg Bible and the U.S. Declaration of Independence, thanks to its durable fibres. Hahnemühle has revived this ancient material to create a modern fine art paper that not only lasts but delivers exceptional print quality and features the highest longevity and colour density

The Official Premium Posters and The Artistic Posters Programme

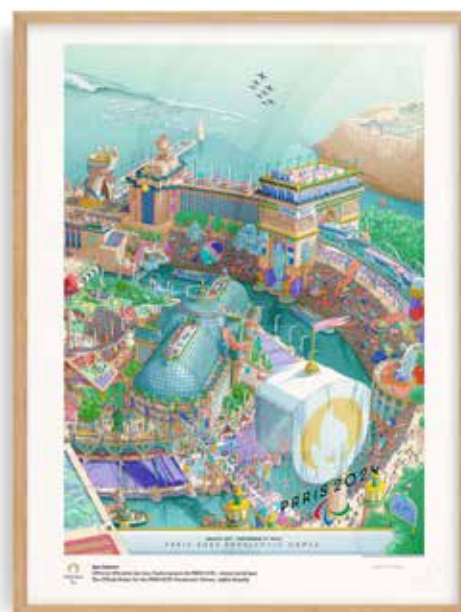
Oneart's collaboration with Hahnemühle resulted in the creation of a limited-edition of 2024 Premium Posters, designed by the talented designer Ugo Gattoni, which captured the vibrant energy of the Games. Gattoni's intricate designs, including a night-time version that sold out before the Games even began, showcased Paris and its iconic landmarks in a celebration of sport and French culture. The use of Hahnemühle Hemp paper ensured that these artworks retained their vivid colours and sharp details, bringing Gattoni's vision to life.

Additionally, the Paris 2024 Cultural Olympiad featured the Artistic Posters Programme, where artists from around the world were invited to reflect on Olympic and Paralympic values through various mediums. These works created a lasting cultural memory of the Games, with themes of inclusivity,

parity, celebration, and innovation at their core.

Each poster, in 60x80 cm, whether part of the official Premium Poster series or the Artistic Posters Programme, was printed in limited editions on Hahnemühle Hemp paper with pigment inks. The prints were subsequently numbered by hand, and embossed with the Paris 2024 logo, making them treasured collectibles.

All Premium Posters can be viewed and purchased here: <https://oneart.fr/en>.



Images Credit: ©Ugo Gattoni, Premium Poster Paralympics Paris 2024framed

Photographer's Profile: Yogesh Bhatia



Yogesh Bhatia, wildlife photographer hailing from India, has dedicated himself to capturing the mesmerising essence of big cats. With decades of experience behind his lens, His photographs narrate tales of feline elegance, earning him international acclaim in prestigious publications like National Geographic and BBC Wildlife.

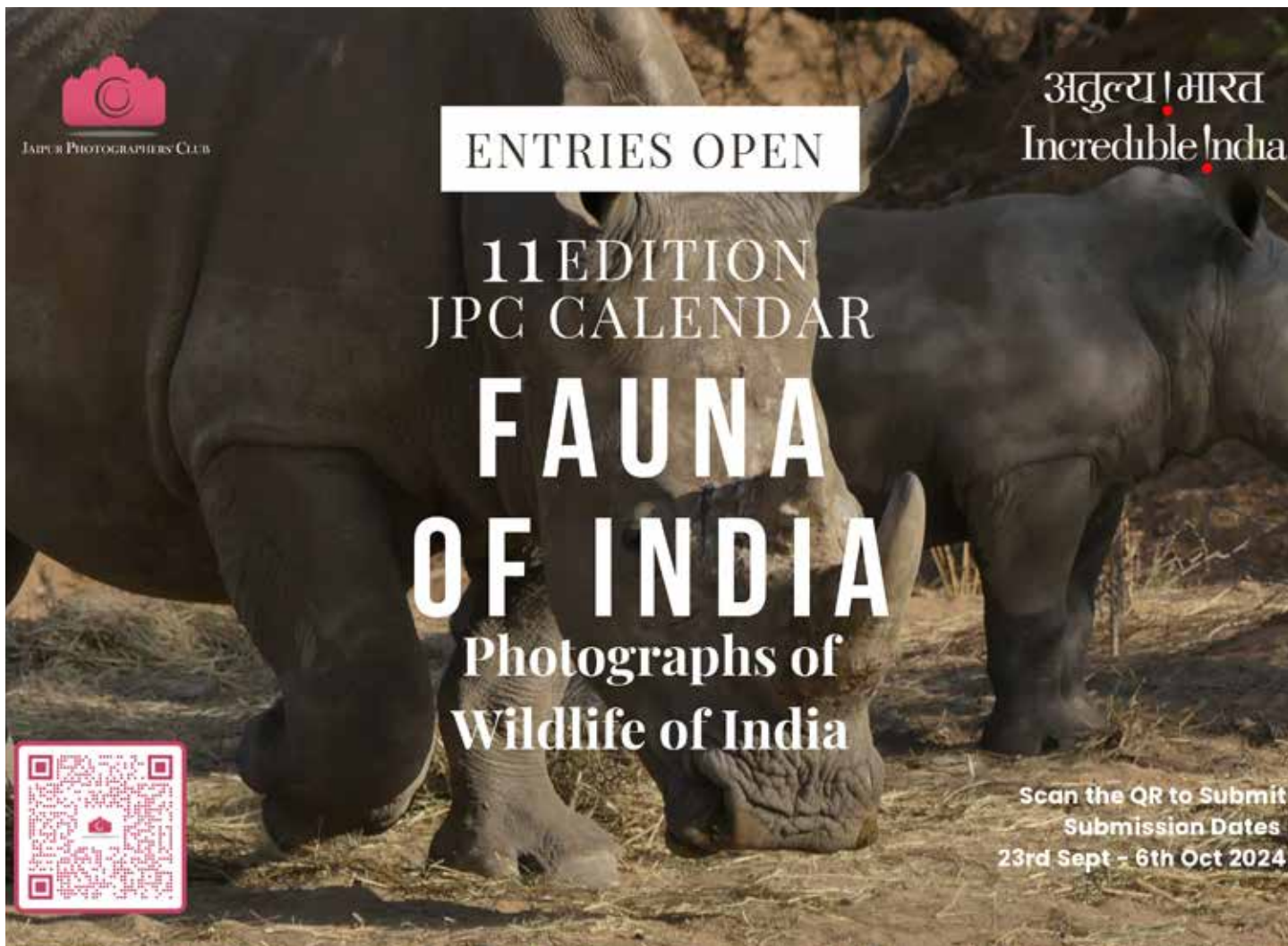
From the dense jungles of central India to the arid expanses of India's Jungles Yogesh's lens has artfully documented the diverse biodiversity that characterises the subcontinent. His exploration of big cats extended to the vast plains of Africa, where he captured the lives of lions, leopards, cheetahs, and other majestic creatures in their natural habitats. The decision to chronicle the elusive snow leopard in the Spiti Valley marked a pivotal moment. Yogesh's journey evolved into a visual odyssey, chronicling the saga of survival in one of the planet's most extreme environments. His accolades not only celebrate his photographic mastery but also his wealth of experience, inspiring those who believe in the power of perseverance and dedication.


Beyond his photographic endeavours, Yogesh actively contributes to conservation initiatives. Through talks, workshops, and collaborations with organisations, he advocates for habitat preservation and species protection.

Instagram: yogesh_bhatia_wildlife









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JPC Calendar 2025 Submission Call

Entries open for 11th Edition of JPC Calendar

Submissions for the JPC Desktop Calendar 2025 are Open, themed “Fauna of India.” (Photographs of Wildlife of India) This is your chance to have your wildlife photograph featured as one of the 12 photographs in JPC Calendar 2025!

Who Can Participate?

The contest is open to all photographers whether you are a hobbyist, amateur, or professional. Photographers from across the globe are welcome to participate.

Submission Dates: Submit your entries between 23rd September and 6th October 2024 (Midnight).

Submission Guidelines:

Orientation: All photos must be in landscape (horizontal) format.

Format: JPEG at 300 dpi, with the longest side at a maximum of 4000 pixels.

Allowed Editing: Brightness, contrast, saturation, cropping, dodging, and burning. No morphing or watermarks allowed.

JPC Magazine

Camera Types: Entries can be taken with any device, including DSLR, mobile, or point-and-shoot cameras.

Important: The name of the wildlife creature and location must be included.

Awards & Recognitions:

Calendar & Magazine Publication: Selected photos will be featured in the JPC Calendar 2025 and upcoming issues of JPC Magazine.

Photographer Profiles: Some photographers will have their profiles featured in the magazine.

Cover Feature: Selected photographs may also appear on the cover of future JPC Magazine issues.

Certificates and medals will be awarded to all finalists. Submit now and showcase your talent!

Fill out the form to submit your entries.

<https://jaipurphotographersclub.com/jpc-calendar-2025/>

Apni Toh Paathshala

Understanding Camera Shutter Count *What It Is and How to check yours*

When it comes to digital cameras, one often-overlooked but crucial aspect is the shutter count. Just like a car's odometer tracks mileage, the shutter count records how many times the camera's shutter has been activated, essentially keeping track of the total number of photos taken. This figure is a reliable way to determine the camera's usage and gives photographers insight into the lifespan of their equipment. But what exactly is a shutter count, and why should you care about it? In this guide, we will explain the concept in simple terms and help you understand how to check your camera's shutter count, regardless of the brand you use.

What Is Camera Shutter Count and Why Is It Important?

The shutter count, also called shutter actuations, is the number of times the mechanical shutter in your camera has opened and closed to capture an image. Each time you press the shutter button, this mechanism moves, allowing light to

hit the camera sensor and record an image. Over time, this moving part wears out just like any mechanical part would, whether it is in a camera, a car, or any machine. Every camera comes with a shutter lifespan, which is essentially the number of shots it can take before the shutter may need replacement.

Most entry-level and midrange cameras have a shutter lifespan of around 100,000 to 150,000 actuations, while professional-grade cameras have a higher expectancy, sometimes over 500,000. These numbers are not fixed; some cameras may last longer, while others may need repairs earlier depending on how well they are maintained and the conditions they are used in.

The importance of the shutter count cannot be overstated. It gives you an idea of how long your camera is likely to last before you might face mechanical issues. If you use your camera frequently, especially for sports, wildlife, or event photography where you might shoot in burst mode, the shutter count can quickly increase. It is important to know the shutter count not only to anticipate repairs but also when considering selling or buying used cameras. Just like a car with fewer miles is more appealing to buyers, a camera with a lower shutter count will often sell for a higher price.

The Impact of Shutter Count on Camera Value

Shutter count is one of the most important factors to consider when selling or buying a used camera. A camera that has been lightly used, with a low shutter count, is more valuable because it suggests that the camera has a long life ahead of it. On the other hand, a camera with a high shutter count might be closer to needing a shutter replacement, which can cost anywhere from \$200 to \$500 or more, depending on the brand and model. This affects how much you can ask for

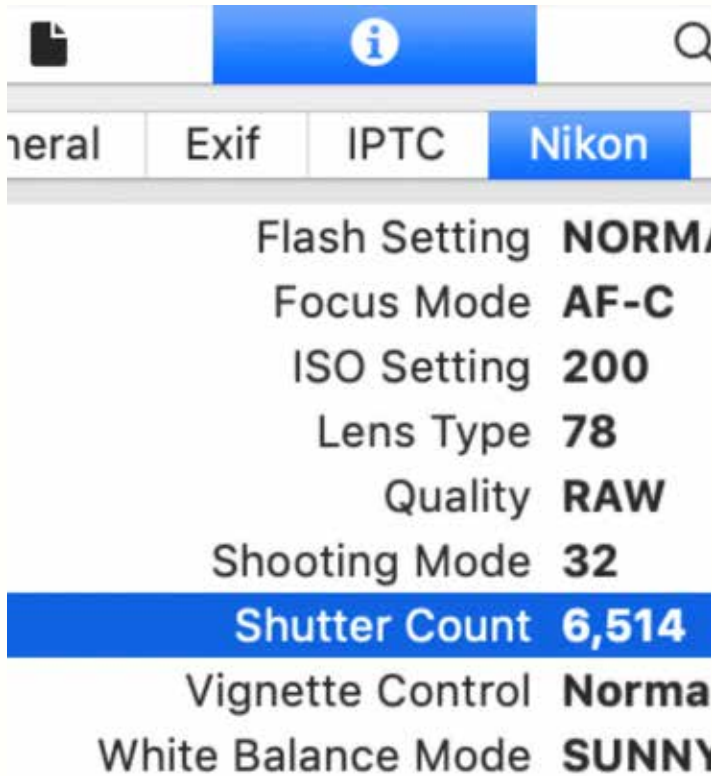


The screenshot shows a camera's menu interface with a sidebar on the left containing icons for 'Synchronize', 'Save', 'About..', and a home icon. The main menu area displays the following information:

| | |
|--------------------|-----------|
| Firmware Version : | 1.0.6 |
| Shutter Counter : | 54965 |
| Serial Number : | 620500742 |
| Lens Name : | |
| | |
| | |
| | |

when selling the camera or what price you should pay when buying a second-hand one.

For those looking to trade in their camera to a retailer or sell it online, providing the shutter count is often required. Many



retailers, marketplaces, and buyers will ask for this information to ensure they are getting a camera with a reasonable amount of life left in it. A camera with fewer actuations will typically have a longer remaining lifespan and will be less likely to require expensive repairs in the near future.

Knowing your camera's shutter count also helps you plan for the future. If your camera is approaching the end of its rated shutter life, you might want to budget for a replacement or look into getting the shutter replaced before it fails.

The Rise of Electronic Shutters: A Game Changer

Modern digital cameras have evolved in recent years, and one of the biggest advancements has been the introduction of electronic shutters. Unlike mechanical shutters, which rely on physical parts moving to capture an image, electronic shutters use a digital process that captures photos without any moving components. This eliminates the wear and tear typically associated with mechanical shutters, extending the overall lifespan of the camera.

While electronic shutters are becoming more common in mirrorless cameras and high-end models, mechanical shutters are still widely used, particularly in DSLR cameras. The Nikon Z9, for example, uses an electronic shutter, allowing it to shoot continuously without worrying about the mechanical shutter wearing out. Despite this, even cameras with electronic shutters still record the total number of images

taken, which is important for other aspects of wear, such as sensor fatigue.

For photographers using older cameras or DSLRs, understanding the difference between mechanical and electronic shutters can help in deciding when to upgrade. Professional sports or wildlife photographers, who frequently use burst mode and take thousands of shots in a single session, can benefit from cameras with electronic shutters as they reduce the chances of mechanical failure.

How to Find Your Camera's Shutter Count

Different camera brands and models handle shutter count information in various ways. The easiest way to find out your camera's shutter count is through the EXIF (Exchangeable Image File Format) data that is embedded in the photos you take. The EXIF data contains important information about each image, such as ISO, aperture, and, in many cases, the shutter count. Here is how to check the shutter count for different camera brands:

Nikon Cameras

For Nikon users, finding the shutter count is relatively simple. If you are using a Mac, open an unedited JPEG in Finder, click on 'show inspector,' and select the Nikon tab. The number of shutter actuations will be displayed. Alternatively, websites like camerashuttercount.com can read the EXIF data from your photos and provide the shutter count for you

Canon Cameras

Canon cameras generally require third-party software to check the shutter count. ShutterCount from Dire Studio is a popular and inexpensive option that works with most Canon models. For older cameras, Canon's Digital Photo Professional (DPP) software may also reveal the shutter count in the metadata of an image.

Sony Cameras

Sony users can check their shutter count using online tools such as tools.science.si, which analyzes the EXIF data from an uploaded photo. Simply upload an image, and the site will return the shutter count for your camera.

Fujifilm Cameras

Fujifilm owners can use Apotelyt.com to retrieve their camera's shutter count. Certain Fujifilm models, like the X100V, even display the shutter count directly in the camera's menu, making it easy to check without external tools.

Olympus Cameras

For Olympus cameras, finding the shutter count can be a little trickier. Some models have a hidden service menu that requires a specific sequence of button presses to access. Instructions for this process can usually be found on photography forums or Olympus user manuals.

Additional Tools for Monitoring Shutter Count

If you want to keep track of your camera's usage over time, investing in dedicated software might be a good idea. Programs like ShutterCount provide a simple and affordable



The sensor is behind this mirror, which blocks light from reaching it.

When you press the shutter button, the mirror moves out of the way, and the shutter opens briefly, exposing the sensor to light.

This is why you notice a brief blackout in the viewfinder when you take a photo.

Mirrorless cameras also use a mechanical shutter, but unlike DSLRs, they don't have a mirror (hence the term "mirrorless"). Instead of an optical viewfinder, mirrorless cameras use an electronic viewfinder (EVF), which displays a live feed of what the sensor sees on a small digital screen. This gives you a real-time preview of what the exposure will look like, something a DSLR can't offer.

Here are some of the pros and cons of a mechanical shutter:

Pros

- Mechanical shutters allow you to use a flash at a much faster shutter speed than with an electronic shutter.
- The phenomenon of rolling shutter distortion reduces.
- They are much better in situations with flickering lights.

Cons

- Faster shutter speeds are less achievable.
- Mechanical parts result in a lower life span.
- A mechanical shutter can cause shutter shock the movement causes the camera to vibrate.
- They offer slower response times when compared to electronic shutters.

way to check the shutter count for many different camera brands. These tools can be especially helpful for photographers who regularly shoot in high volumes, such as event or wedding photographers.

Retailers like Wex Photo Video use software like Shutter-Count to assess cameras being traded in. This software provides an accurate count of the total shutter actuations, helping both buyers and sellers understand the value of the camera.

Understanding and tracking your camera's shutter count is an essential part of maintaining your equipment. Whether you are a casual photographer or a professional, knowing how many actuations your camera has undergone helps you anticipate potential repairs, plan upgrades, and ensure you're getting the best value when selling or buying used equipment.

Regularly checking your shutter count will help you keep your camera in good working condition, protect its value, and ensure that you're always ready to capture the perfect shot without the worry of sudden mechanical failure.

Mechanical Shutter vs. Electronic Shutter

With the evolution of DSLR and mirrorless camera technology, camera shutters have also improved, although their main function remains the same. Essentially, the way they expose the camera sensor to light has evolved over time.

Most modern cameras, especially mirrorless ones, have two types of shutters:

Mechanical Shutter

DSLR cameras have a mechanical shutter that physically moves to expose the sensor. Here's how it works:

When you look through a DSLR's optical viewfinder, you are seeing exactly what the lens sees.

Light enters the lens, hits a mirror inside the camera, and reflects into the viewfinder, allowing you to frame your shot.

Electronic Shutter

Mirrorless cameras also have an electronic shutter, which mimics the function of a mechanical shutter but without moving parts.

Being able to switch between electronic and mechanical shutters offers greater flexibility depending on the lighting and shooting conditions. Some mirrorless cameras even automatically switch between the two based on the available light.

When you press the shutter button with an electronic shutter, no physical parts move. Instead, the camera sensor simply starts and stops reading the light.

There are two ways this happens:

Global Shutter: The entire sensor turns on and off at once, exposing the sensor for the set shutter speed.

Rolling Shutter: The sensor activates in a rolling sequence, turning on and off row by row from top to bottom.



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Nikon D5300
EXIF - 56mm, f/8, Shutter 1/1600, ISO 800



Nikon D5300
EXIF - 400mm, f/2.8, Shutter 1/2500, ISO 400



Nikon D5300
EXIF - 400mm, f/2.8, Shutter 1/1000, ISO 400



Nikon D5300
EXIF - 400mm, f/2.8, Shutter 1/1000, ISO 400



Agroneel Mandal
Jaipur

Instagram: agroneel_mandal

September 2024

Photo Array



Nikon D810
EXIF - 80mm, f/10, Shutter 1/1250, ISO 1000



Nikon D810
EXIF - 180mm, f/6.3, Shutter 1/1250, ISO 320



Nikon D810
EXIF - 86mm, f/5.6, Shutter 1/200, ISO 1600



Nikon D40X
EXIF - 80mm, f/5.6, Shutter 1/200, ISO 200



Sandeep Dhande
Indore

Instagram: sandeep_dhande13

Photo Array



Nikon D90
EXIF - 105mm, f/5.6, Shutter 1/125, ISO 200



Canon EOS 700D
EXIF - 118mm, f/5.6, Shutter 1/160, ISO 400



Canon PowerShot A2300
EXIF - 6mm, f/3.2, Shutter 1/320, ISO 100



Bhavishya Yadav
Ajmer
Instagram: soulful.rover

Photo Array



Nikon Z 6_2
EXIF - 69mm, f/4, Shutter 1/323, ISO 320



Nikon D750
EXIF - 50mm, f/4, Shutter 1/400, ISO 200



Nikon Z 6_2
EXIF - 70mm, f/4, Shutter 1/320, ISO 1000



Milan Barad
Ahmedabad
Instagram: milan_barad



Images Credit: GoPro

GoPro’s New Budget Hero: Compact, Affordable, and Powerful

GoPro has just introduced the smallest and most affordable camera in its lineup the 2024 GoPro Hero. Priced at \$199, this new action camera delivers a stripped-down, simplified version of the GoPro experience, catering to those who don’t need high-end features but still want solid performance. This article dives into what makes the 2024 GoPro Hero an exciting option for budget-conscious users, as well as a review of its strengths and weaknesses.

Key Features

Compact and Lightweight Design

Weighing just 86g, the 2024 GoPro Hero is 35% smaller and 46% lighter than the Hero 13 Black. Its reduced size makes it perfect for mounting on helmets, bikes, or even handheld for street photography. This small form factor is ideal for users who need portability without sacrificing durability.



Images Credit: GoPro

Simple Video Modes

Unlike its more expensive counterparts, the GoPro Hero offers straightforward video recording modes: 4K at 30fps, 4K at 25fps, and 1080p at 60fps. While it doesn’t have the advanced 5.3K resolution of the Hero 12 Black or Hero 13



Images Credit: GoPro

Black, its simplicity is its strength. You can choose between different aspect ratios (16:9, 9:16, 4:3) for versatile content creation, particularly for social media.

Basic Controls and Usability

The camera is extremely user-friendly, with only three video modes and no front screen, which reduces the complexity of usage. You can rely on the rear screen for framing, or pair it with the GoPro Quik app to control settings via your smartphone.



Images Credit: GoPro

Battery Life and Charging

The built-in battery provides up to two hours of usage and can be charged via USB-C. While the battery isn't removable, the option to connect it to an external power source using a portable battery adds flexibility for longer recording sessions.

Pros and Cons

Pros:

Price and Simplicity: At \$199, the GoPro Hero is GoPro's most budget-friendly camera, and its simplified controls make it accessible for beginners and casual users.

Lightweight and Compact: Its small size (86g) makes it ideal for mounting on helmets, bikes, and drones, or for use as a discreet POV camera.

Good Video Quality: Although it lacks the 5.3K resolution of more advanced models, 4K at 30fps is more than enough for most users. The video quality is solid for daylight use, producing crisp footage with natural colours.

Durability: Like other GoPro models, the Hero is rugged and waterproof up to 10 metres, making it perfect for outdoor and underwater use.

Cons:

No Front Screen: While the lack of a front screen keeps the design minimal, it may be a drawback for vloggers who rely on front-facing displays.

Basic Features: Unlike the Hero 13 Black, this model does not come with advanced features such as 5K video or hy-

per-lapse modes, which could limit its appeal for more professional use.

Battery Limitations: The built-in battery offers around two hours of video recording, and while it can be extended using an external power source, the inability to swap batteries may be a dealbreaker for some.

The 2024 GoPro Hero is a great entry-level action camera for users who want solid video quality in a portable, budget-friendly package. Its simple interface and lightweight design make it perfect for casual users, adventurers, or social media creators who don't need the advanced features of pricier models. While it may lack some of the more professional capabilities found in the Hero 13 Black, it offers excellent value for the price, making it a perfect choice for anyone looking to capture action without the complexity.



Images Credit: GoPro

SanDisk Unveils the World's First 8TB SD Card

In a groundbreaking move, SanDisk has announced the launch of the world's first 8TB SD card, revolutionising storage solutions for professionals and enthusiasts alike. This pioneering product offers an unparalleled combination of massive capacity and compact design, catering to the increasing demands of 4K and 8K video recording, high-resolution photography, and extensive data storage needs.

The 8TB SD card is a game-changer, setting a new standard for on-the-go storage. With speeds capable of handling the most data-intensive tasks, this innovation is poised to become an essential tool for content creators, filmmakers, and photographers who require high-performance storage in a portable format.

SanDisk's latest offering underscores its commitment to pushing the boundaries of storage technology, providing users with the tools they need to stay ahead in an increasingly digital world.



Images Credit: SanDisk

Nikon Announces Pro-Grade Nikkor Z 50mm f/1.4 at Affordable Price



Images Credit: Nikon

Nikon has just unveiled an exciting new addition to its Nikkor Z series: the Nikkor Z 50mm f/1.4 lens. This prime lens is designed for Nikon's Z-mount mirrorless cameras and promises professional-level performance at a price that is accessible to a broader range of photographers. With this release, Nikon aims to cater to enthusiasts and professionals who seek high-quality optics without the premium price tag often associated with such features.

One of the standout features of the Nikkor Z 50mm f/1.4 is its fast aperture. The f/1.4 maximum aperture allows photographers to capture stunning images in low-light conditions while maintaining sharpness and detail. The wide aperture also enables excellent control over depth of field, allowing for beautiful, creamy bokeh that is perfect for portraits and creative effects in street photography. This makes it a versatile choice for photographers working in a range of settings, from dimly lit environments to outdoor scenes with natural lighting.

Nikon's emphasis on delivering professional-grade optics in this model is notable, as the Nikkor Z 50mm f/1.4 incorporates features that are typically found in more expensive lenses. The company has clearly targeted photographers who want superior image quality without exceeding their budget. It is also a solid addition to Nikon's growing Z-series lens lineup, which has gained popularity for its balance of performance, innovation, and value.

This lens is expected to become a popular choice for photographers looking for a versatile, high-performance option that delivers sharpness, clarity, and aesthetic bokeh. Whether for portraits, street photography, or shooting in low-light conditions, the Nikkor Z 50mm f/1.4 offers exceptional value and quality, continuing Nikon's tradition of combining cutting-edge technology with affordability.

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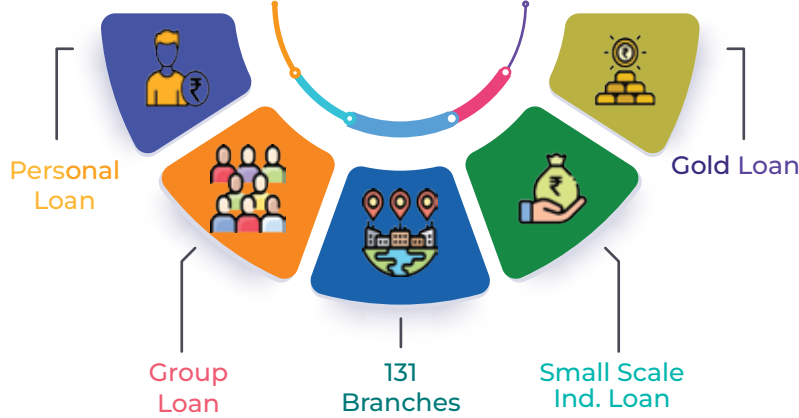
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