

Photography on your iPhone

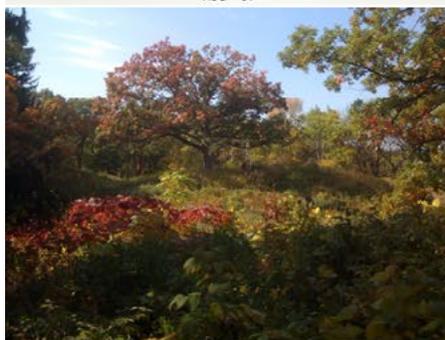
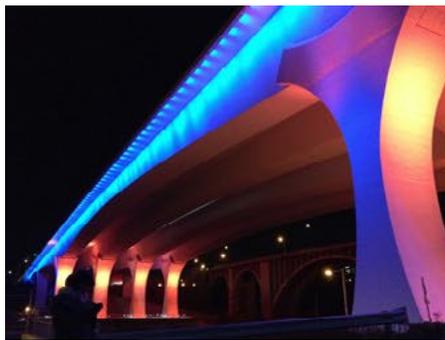
Allan Evans, Marketing Manager

Paul Grubb, Apple Product Professional at FirstTech, is uniquely suited to speak on the subject of iPhone photography. In fact, given his 15 years experience working in videography and photography and his extensive Apple training, this guy could teach a class on iPhone photography. Actually he does.

“Photography on your iPhone” came about because Paul saw the quality of the camera iPhone 4 and 4S has. “Now finally the iPhone is as good a digital camera as most out there,” Paul stated. “I also subscribe to the notion that the best camera is the one with you.”

The iPhone 4S comes with an 8 megapixel camera, a custom lens for sharper images, an advanced hybrid infrared filter for more accurate and uniform colors, a responsive sensor to capture low-light images and an image signal processor that means zero shutter lag. And it fits in your pocket. Next time you’re out hiking in the woods, you’ll be ready should bigfoot make an appearance.

There is a range of photography apps that can take you beyond the standard iPhone camera app. Paul recommends the paid app Hipstamatic, part of the retro trend in photography. “What it does really well is give you lots of options, a lot of different feels, allowing you to experiment.” The variety of camera components—film, lenses, and flashes—that exist within Hipstamatic is where things really start to get fun. You can select different combinations of these components, giving your image an assortment of looks.



Another Paul favorite is Photosynth, from Microsoft, designed for shooting wraparound panoramas. The app allows users to stitch together your photos in real time by moving the phone to different angles and areas and tapping the screen to capture a particular viewpoint. Afterward, the resulting panorama can be navigated by swiping the screen to move around the scene.

Adobe Photoshop Express for iPhone brings photo editing basics—like cropping and exposure adjustment—to your iPhone, while also letting you get creative with photos with a bunch of impressive effects. One benefit of Photoshop Express is that it lets you edit any photo on your iPhone, rather than just those taken through the app. “I can edit and process the image right on the iPhone without going into the computer,” Paul adds.

In this free one-hour class, Paul offers real-time demonstrations of his favorite free and purchased iPhone apps. He’ll walk you through practical ways to shoot with your iPhone, giving you tips and tricks for taking pictures worth sharing. Paul sums up the class this way: “If you’ve ever wanted to get more out of your iPhone photography, this is a great way to explore the possibilities.”

FirstTech offers a variety of free seminars each month. Led by our own Apple Product Professionals, these passionate people love to share what they know and will help you gain a better understanding of Apple’s products. Check firsttech.com for the complete schedule.