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## Digital cameras let you create Polaroid moments

### Outselling film counterparts

**Shaun Conlin**  
Financial Post

Thursday, June 05, 2003

In this digital day and age, freeze frame memories have never been easier to obtain, store and share.

While consumer level digital cameras can't quite match an old 35mm SLR, the reasonable photographic facsimiles they can produce are more than adequate for most and have recently outselling their film-stock counterparts.

Here are some choices to consider in various price



**C-730 Ultra Zoom from Olympus.**



**FinePix A200 from FujiFilm.**



**Creative CardCam from Creative Labs.**



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C-730 ULTRA ZOOM FROM OLYMPUS  
(www.olympusamerica.com)

Price: \$749.99 at Parsons Foto Source  
(www.parsonsfoto.com)

The sophisticated Olympus C-730 Ultra Zoom digital camera boasts a shutter speed down to 1/1000th of a second. Couple that with a 3.2 megapixel CCD and you're making highly detailed shots in motion -- stills too, obviously. It can capture short audio/video snippets, has a zoom factor up to 30X

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and a "Super Macro Mode" that facilitates crystal clear shots of things less than two inches away. The C-730 can be set to automatic, semi-auto or full manual, making it a robust digital picture snapper.



**Camedia Digital Color Printer P-400 from Olympus.**

**FINEPIX A200 FROM FUJIFILM**  
(www.fuji film.ca)

Price: \$249.99 at Blacks  
(www.blacksphoto.com)

Any digital camera from FujiFilm is dependable, including the "entry level" FinePix A200. Performance balanced with price, its 2.0 effective megapixel CCD allows for respectable-quality prints. Plus it has a host of easy-to-use features designed to please the newcomer without busting the bank. Eventually, should you be buying a better, more expensive camera, the A200 will remain an effective and reliable back-up.



**Stylus Photo 925 from Epson.**

**CREATIVE CARDCAM FROM CREATIVE LABS**  
(www.creative.com)

Price: \$139.99 at Compusmart  
(www.compusmart.com)

If you're into cheap, the Creative CardCam is for you. Don't bother with this one if you want to print your snaps, though it is ideal for photo fun on the run and basic PC viewing and e-mailing. The Creative CardCam's most redeeming feature is its size. It's like a credit card with a lens on it.

When it comes to printing your digital pix, colour inkjet printers have certainly come down in price. But then factor in a) the cost of replacement ink cartridges, which can cost almost as much as the printer itself; b) the fact that most new printers ship with near-empty ink cartridges; c) colour inkjet printing effectively costs 15¢ to 50¢ per page; and d) ink prints fade in short order unless you use special photo printing paper at \$1 to \$2 a sheet.

Now that most photo/camera outlets process digital photos as well as



**InkSaver Software from Strydent.**



film stock, the cost and relative effortlessness make them the better solution. Still, if you're a hands-on hobbyist, consider this:

CAMEDIA DIGITAL COLOR PRINTER P-400 FROM OLYMPUS  
([www.olympusamerica.com](http://www.olympusamerica.com))

Price: \$749.99 at Parsons Foto Source ([www.parsonsfoto.com](http://www.parsonsfoto.com))

The Camedia P-400 photo printer from Olympus employs the "dye-sublimation" technology used by professional photo labs to produce prints that look like they came out of, well, a professional photo lab. Churning out glossy 8 x 10s or 16 wallet sized snaps one sheet at a time, the only down side to this deluxe unit is the unrelenting cost of keeping it fed. It only takes that expensive photo paper and uses a special ink ribbon cartridge, good for a mere 50 sheets, at nearly \$100 a pop.

STYLUS PHOTO 925 FROM EPSON ([www.epson.com](http://www.epson.com))

Price: \$359.99 (after rebate) at Compusmart ([www.compusmart.com](http://www.compusmart.com))

If you're going the inkjet route and don't mind the average 30¢ per page ink cost, consider the Epson Stylus Photo 925 printer. It offers a brilliant six-colour photo ink system, border free printing for that authentic lab look, and a paper roll cutting feature that can churn out stacks of album-ready snaps.


INKSAVER SOFTWARE FROM STRYDENT ([www.inksaver.com](http://www.inksaver.com))

Price: \$34.99 call 1 (866) 443-2122 to order.

If you already own a colour inkjet printer, you'll probably want to pick up Strydent's new InkSaver software. This software suite can cut printing costs in half by allowing users to manually determine how much ink -- and from which cartridge -- is used per print. You might be surprised to learn that most printers will squirt a liberal amount of colour ink into plain black text; that a printer's "draft" option does not always mean it's using less ink for a rough copy, but simply spewing ink faster.

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