

THE EPSON P-2000 - IN THE FIELD AND TAKING IT TOUGH!

CASE STUDY

MULTIMEDIA STORAGE VIEWER



For more information on how you can benefit from an Epson Multimedia Storage Viewer Solution please call 1300 361 054 and quote reference 40032

Paragon Communications Australia

Established in 1984 by its current managing director, Mark Bedson, Paragon Communications Australia is one of corporate Australia's most highly regarded specialist event management and production organisations. Throughout the company's history it has remained at the forefront of photographic technology, which now includes the Epson P-2000 Multimedia Storage Viewer.

Portability demanded

With photography playing a large part in Paragon's event management projects, Mark introduced a purely digital photographic environment to the company in 2000. He recognised the distinct advantages of digital photography over its more traditional silver halide counterpart and was eager to adopt new technologies that would deliver even greater benefits.

"I was keen to see improvements in the area of portable storage and viewing products," Mark states. "When we first started with digital photography it was a case of lugging around a notebook - and later a sub-notebook - just to download and view images from the camera's memory cards. While it's an effective solution to a certain degree, the computer's bulk and weight was often a major hindrance in the field."

The Epson P-2000

During his extensive research into pocket-sized alternatives, Mark recognised there was a distinct gap in the market. When the Epson P-2000 Multimedia Storage Viewer was introduced, Mark believed it did more than fill the gap; it marked the start of a new chapter in digital photography.

Taking it tough

Having used the P-2000 in the field, Mark states that one of the unit's particular strengths is its robustness and ability to withstand the rigours of the professional photographer's tool. "I've taken the P-2000 on and off planes, put it through an enormous number of X-ray machines at airports, been up and down mountains on treks in extreme temperatures and it's continued functioning perfectly," he says. "It's even been dropped onto concrete while in operation. This is the sort of treatment that sorts out the real professional photography tools from those that just purport to be."

"I read a story recently about an overseas photographer who had spent over \$20,000 on a photo shoot only to come back and discover that *a*ll his memory cards had been corrupted," Mark continues. "Essentially, it was dollars down the drain. With the P-2000 I'm able to download images from my camera's memory cards, verify them...and never be in the same situation as that particular photographer!"

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Total clarity

According to Mark the P-2000's major drawcard is the screen quality. "There's often been the question that if you're using a digital wallet for downloading and backing up your images, why then do you need a good quality screen?," he says. "As far as I'm concerned it's reassuring to see my images in high quality. If anything, it gives you peace of mind and offers some reassurance. "With the P-2000 there is a new league of technology

can also take a large number of quite expensive memory cards. With the P-2000 on board we now shoot with two cards with a third being a backup. While one card is downloading to the P-2000 the other is being used in the camera."

Adding further to the P-2000's field suitability is the release of a new battery which has been designed in collaboration with Paragon. Mark states it has enough power to support the



in portable image viewers. This is undoubtedly the first device of its kind that has a really decent screen. Up until now the offerings in the market have had screens that can only be described as shocking," Mark states. "They have low luminance capabilities and are typically very hard to see in the field. The P-2000 has now addressed that."

In the field

Given that much of Mark's photography is conducted in the field, he is constantly looking to reduce the amount of weight and bulk he needs to carry. With the P-2000 weighing less than 500 grams and measuring just 84 x 147 x 31.4mm, Mark just slips it into a pocket or mounts it on his belt.

"When you're in the field there is a limited number of options for storing digital images," Mark explains. "You can either take a notebook or sub-notebook and download directly to that. You

download of over 3,700 20Mb files to the P-2000, which in the field and on long trips is a major boon.

The combination of the P-2000's size, weight and screen quality is for Mark, representative of an almost complete digital image reviewing solution. Now, rather than taking even a sub-notebook with him on a field trip it's only the P-2000. "When I head back to a power source, say in a hotel room, I simply review and cull the shots I've made during the day, negating the need for a computer to view the images," he says.

"With the new battery I'm able to do this even when I'm out in the field and don't have mains power access. Recently we did a trek which saw us in the field for several days. You have to ask yourself why you'd even consider lugging a notebook computer with you to review and/or cull photographs."