

Novelty Photo Studio Equipment List

Below is a list of equipment needed to produce event photos with Novelty Photo Studio. Note that items with an asterisk * are recommended, but not required. Following the list are model recommendations and information. Please read the business guide for more information.

- Camera
- Lens
- Tri-pod
- Photo printer
- PC workstation (laptop preferred)
- Two soft box or umbrella lights
- 10 x 10 green screen backdrop with stand
- USB tethering cable (minimum 7 feet recommended)
- Battery grip *
- External camera power adapter *
- External shoe flash *
- Secondary display for customer preview *
- (2) 50' extension cords
- Surge protector power strip
- Novelty Photo Studio
- Two small folding tables *
- 500 Watt (minimum) gas generator *
- 10 x 10 EZ-up shelter (or similar) *
- Signage and banners *
- Lucite display frames (for samples) *

Equipment recommendations

Camera

The following cameras represent the most economical Canon models that support live view and remote control natively within NPS.

- Canon 450D Xsi
- Canon 500D T1i
- Canon 550D T2i

Note that you can use any model digital camera that supports PC-based hot folders. Or, you can use an Eye-Fi wireless SD card in supported cameras to wirelessly transmit photos to your PC workstation, even with cameras that do not support hot folders.

Lens

There are too many lens types and brands to cover in detail here. A focal length of 18-55mm, as with the standard lenses packaged with Canon Rebel kits, are a good starter and will produce acceptable results. More professional lenses will produce superior results, but can be very expensive.

Printer

When selecting your printer, research current consumable media costs to determine the cost-per-print for the printer you are interested in. Divide the total cost of a media kit by the number of prints which you can produce per kit. For example, if a media kit is \$150 and can produce up to 650 4x6 prints, your cost-per-print is about 23 cents ($\$150.00 \div 650 = 0.23\text{¢}$). Note that NPS works with any Windows printer. Dye sublimation units are the standard for fast, quality on-site printing, but you can also use an inkjet or laser unit if desired. There are older-generation dye sublimation printers which can be purchased for 20% of their original costs (used or remanufactured) and are still heavily in use today, such as the Kodak 6850. They are reliable and produce great prints.

- DNP DS-40
- HiTi P510S
- Kodak 6800 or 6850
- Sony SnapLab UPCR10L
- Mitsubishi CP9800-DW

PC Workstation

Recommended is a laptop featuring a quad-core processor with 4 Gig of RAM, 17" display and dedicated video memory. You can use a slower laptop, or even a desktop computer. Just remember that photo editing can be resource-intensive and a slower system

will affect processing time.

External Hot Shoe Flash

A good external flash will greatly improve the consistency of your photos, which is important for green screen. They will help compensate for poor lighting and are far superior to the built-in flash of your camera. A Speedlite 580EX II for your Canon EOS model is a great choice, but there are many cheaper brands that do a fine job as well.

Lighting

400W umbrella or soft box lights with stands can often be purchased as part of a package which includes the green screen backdrop and stand.

Getting Started With A Minimal System

A question we often receive is.....”what is the minimum I need to get started?”

Many start their businesses with a small budget with the intent to upgrade equipment as they learn the business. If you have an existing laptop and possibly other peripheral equipment such as a tri-pod, you can start for less than \$2000. Here’s how.

Canon 450D Xsi body with 18-55mm lens kit.....\$600

<http://www.adorama.com>

Kodak refurbished 6800 dye-sub printer.....\$450

<http://www.aaaimaging.com>

Economy green screen backdrop and light kit.....\$200

<http://www.ephotoinc.com/>

Novelty Photo Studio Full License.....\$499

<http://noveltyphotosoftware.com>

Can you start for even less? Sure. You could purchase a cheaper camera such as the Canon Power Shot series, or an inkjet printer as opposed to a dye-sub. But if you plan do do any kind of volume or commercial event work, it’s worth the investment to get the right equipment the first time. Please note that you also must factor in other costs such as print media, batteries, etc.

** For a more in-depth look at equipment requirements, see the business guide*