iPhone 7+ Camera
and
Adobe Lightroom Mobile

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Photography Group
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1. Is there such a thing as reality? (or is it all virtual?)
2. What’s happening in the camera market and is there a future for Nikon and Canon?
Market dynamics

• Investment available
• Speed to market
• Company culture
• User interface
• Changing technology focus
This is 7.

https://www.youtube.com/watch?v=Q6dsRpVyyWs
Specs

• 1x camera, f/1.8, 4.0mm (28mm equivalent), OIS
• 2x camera, f/2.8, 6.6mm (56mm equivalent), no OIS
• Larger aperture (f/1.8) of the 4mm lens lets in twice the light
• The OIS built into the wide-angle lens allows a slower shutter speed
But it’s not as simple as it seems

- iOS 10 artificial intelligence makes decisions on your behalf to obtain the best-lit photo that has the least blur and the least sensor noise, *rather* than the highest resolution.

- It favours a good digitally zoomed image over an objectively bad picture, because the goal is to give you a shot you like.

- It takes the best info from both cameras and intelligently merges to give what it considers the best result.
Bokeh Effect
Bokeh Effect
Basic Camera Demo
RAW and Lightroom Mobile on iPhone 7 Plus
Caveats

• Memory use: DNG ~ 14MB, JPG ~ 2MB
• Synch has to be done through CC cloud
• Synch problematic
Lightroom Mobile
Camera Demo
End
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<tr>
<th>Feature</th>
<th>IPhone 7</th>
<th>IPhone 7 Plus</th>
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<tr>
<td><strong>Maximum Still Image Resolution (back camera)</strong></td>
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<td><em>Items in italic: see High Resolution Still Images During Video Capture</em></td>
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<td><strong>Maximum Still Image Resolution (front camera)</strong></td>
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<td><strong>Notable Video Resolutions and Frame Rates (back camera)</strong></td>
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<td><strong>RAW Photo Capture (back camera only)</strong></td>
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<td><strong>Cinematic Video Stabilization</strong></td>
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<td><strong>Retina Flash</strong></td>
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<td><strong>Live Photos</strong></td>
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<td><strong>Wide-Gamut Color Capture</strong></td>
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<td><strong>Dual Camera</strong></td>
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Quantity of Total Shipment of DSC [Worldwide]
Quantity of Total Shipment of Interchangeable Lens DSC [Worldwide]