

Chiltern



THE UNIVERSITY OF THE THIRD AGE



iPhone 7+ Camera and Adobe Lightroom Mobile

Mike Hender

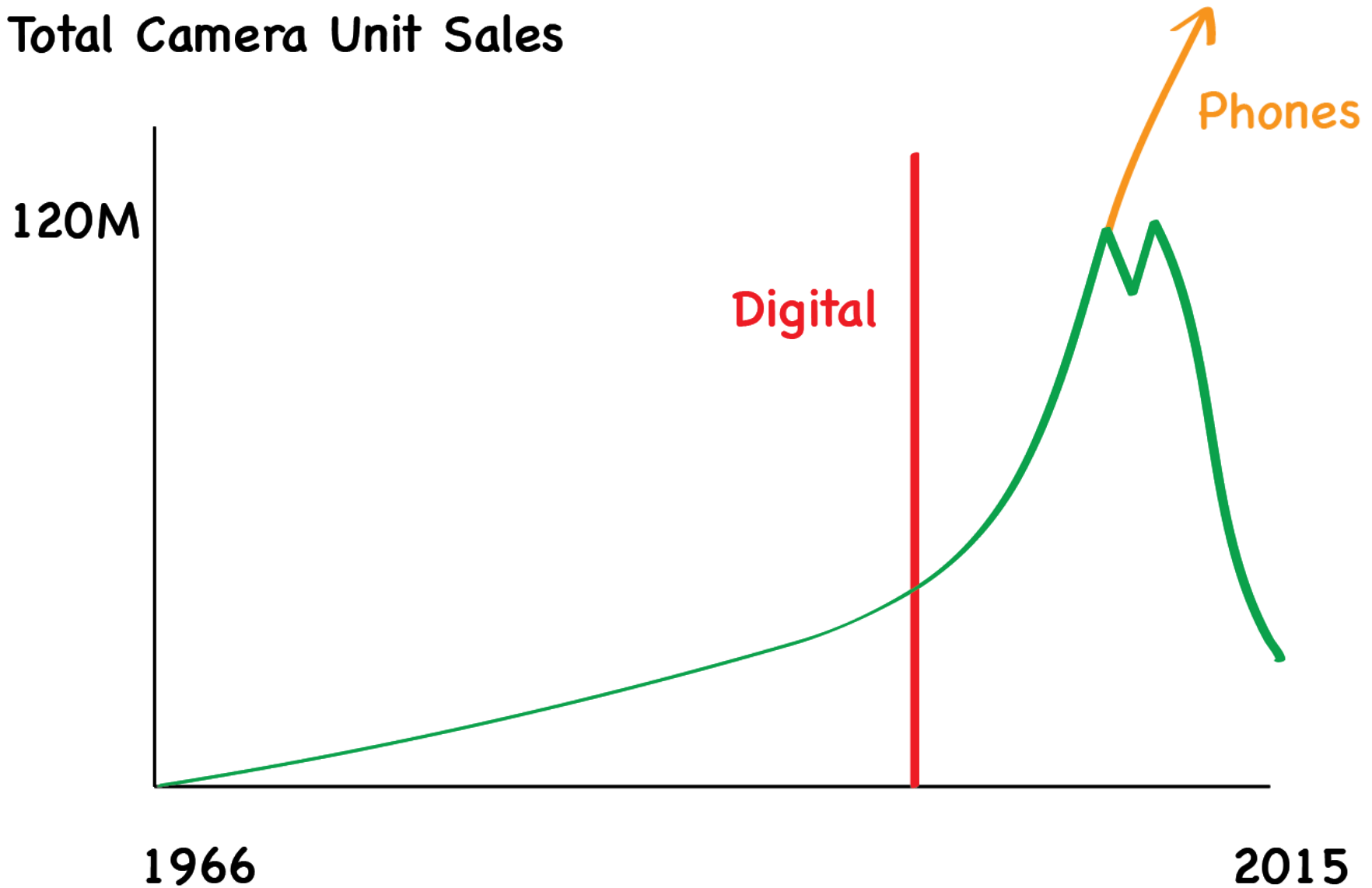
Photography Group

18 November 2016

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?

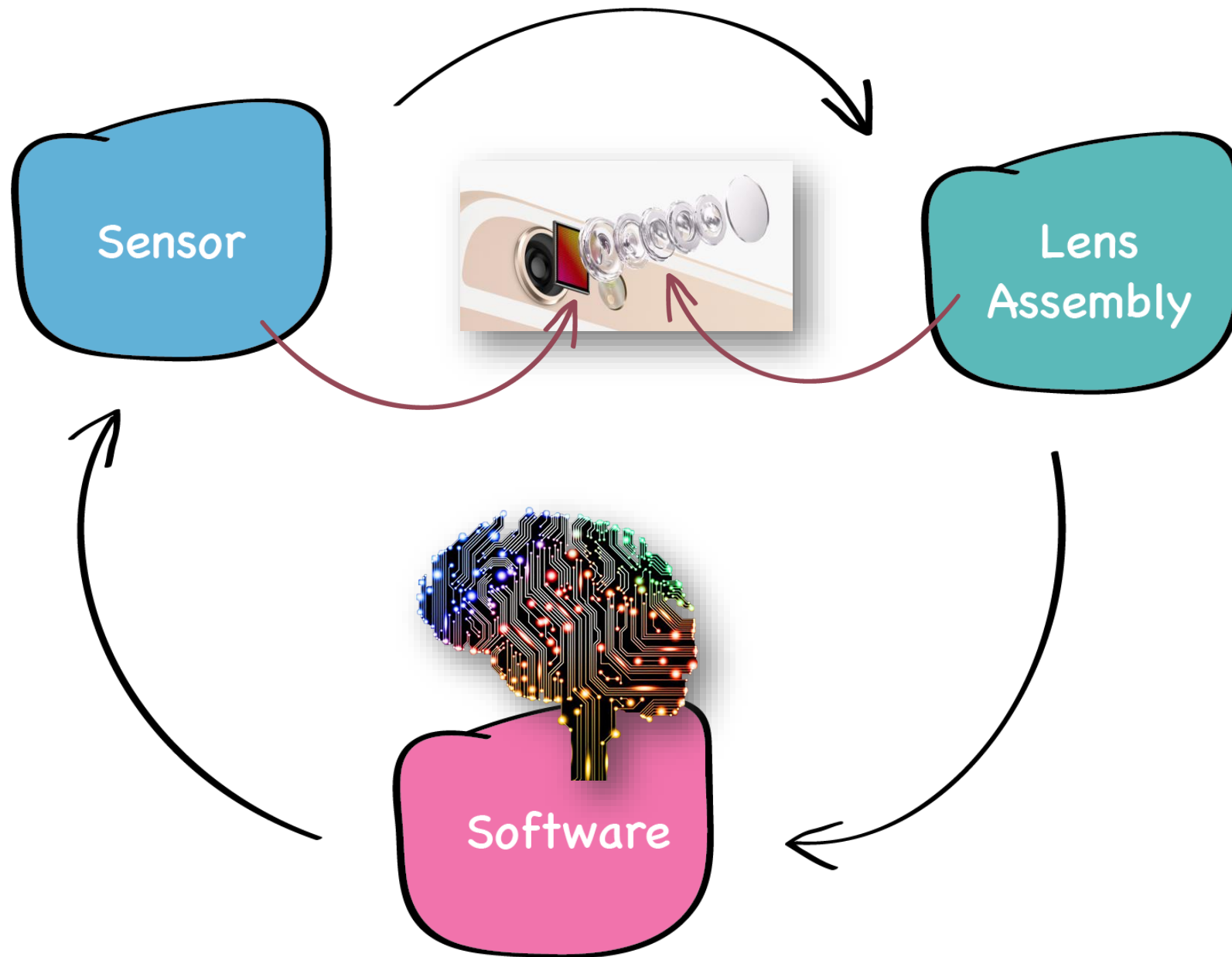
Total Camera Unit Sales



Market dynamics

- Investment available
- Speed to market
- Company culture
- User interface
- Changing technology focus





This is 7.



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

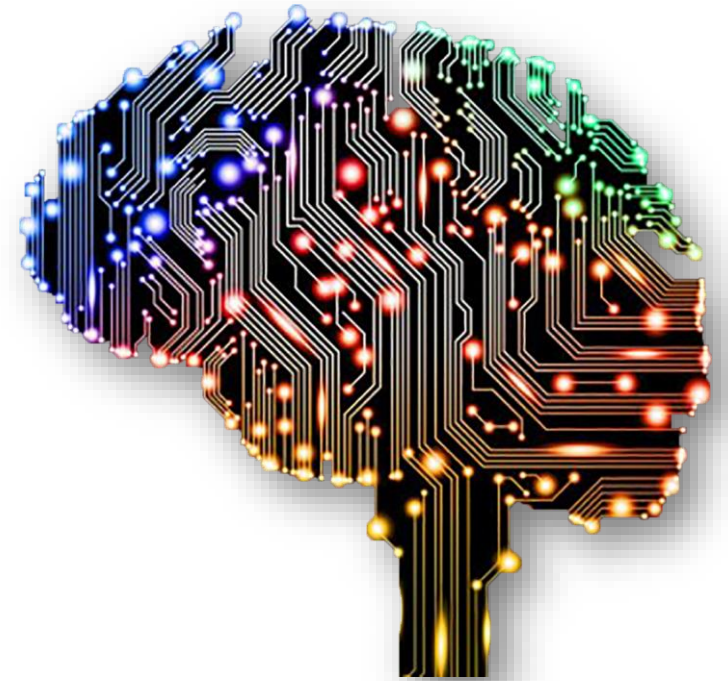
Specs

- 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

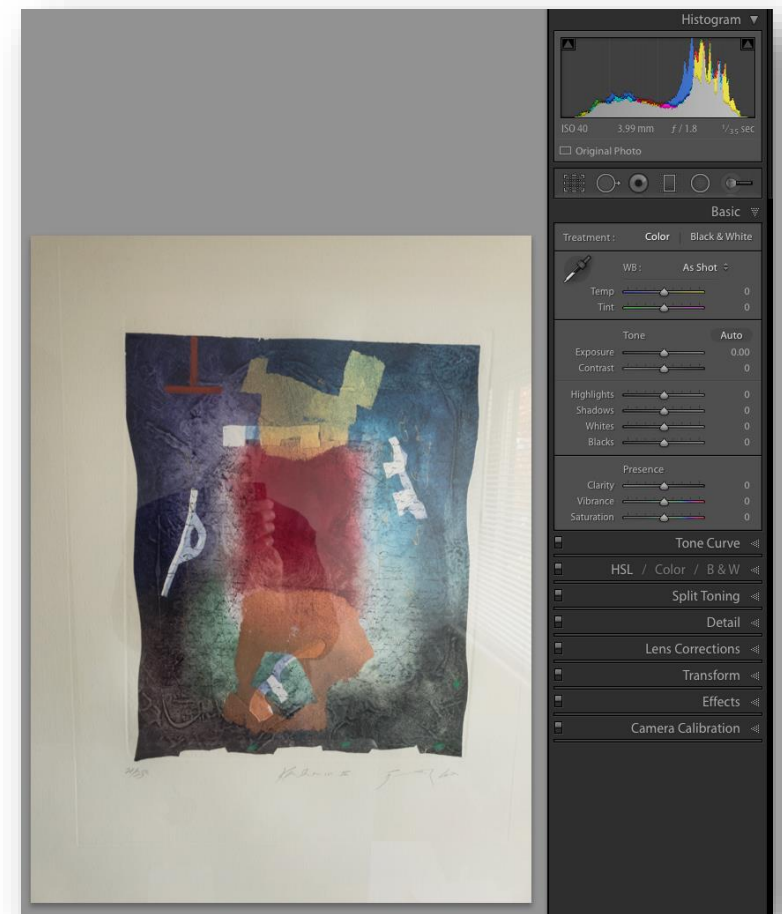
RAW and Lightroom Mobile on iPhone 7 Plus



Pre-capture
Lightroom Mobile
Camera Settings



Post-capture
Lightroom Mobile
Edit Settings



Post-capture
Lightroom Desktop
Edit Settings

Caveats

- Memory use:
DNG ~ 14MB,
JPG ~ 2MB
- Synch has to be
done through
CC cloud
- Synch problematic

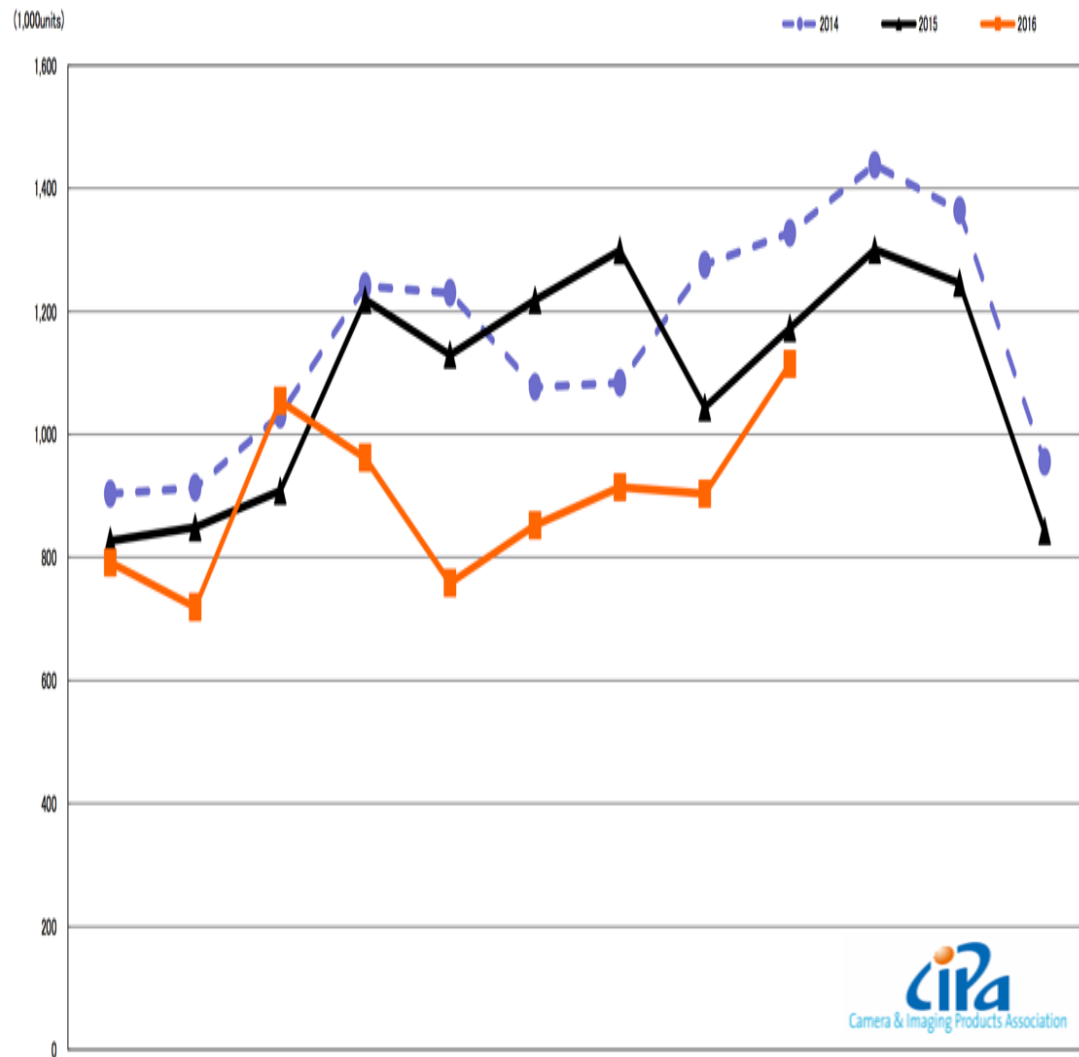


Lightroom Mobile Camera Demo

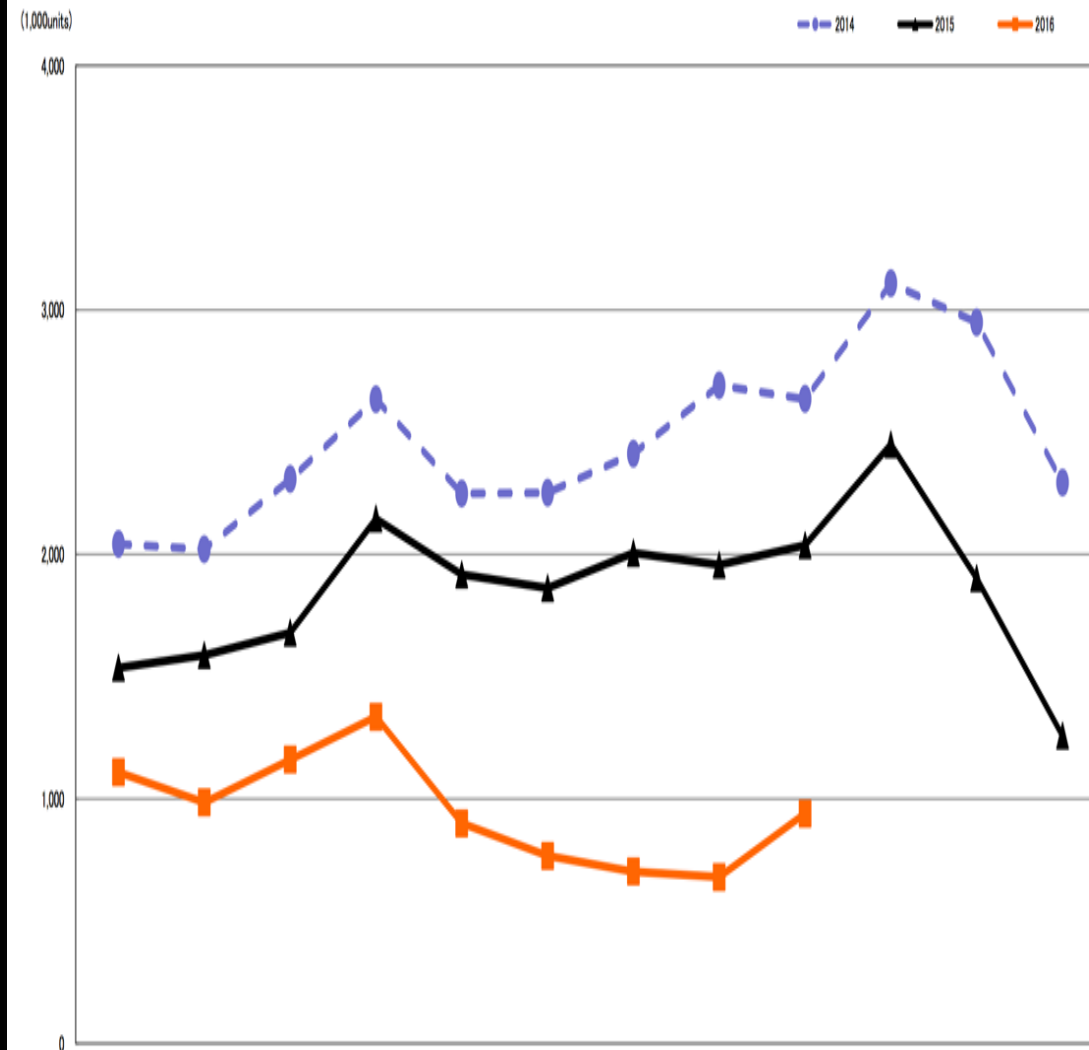
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Feature	iPhone 7 iPhone 7 Plus
Maximum Still Image Resolution (back camera)	4032 x 3024 pixels (12 MP)
Maximum Still Image Resolution (front camera) <i>Items in italic: see High Resolution Still Images During Video Capture</i>	<i>3088 x 2320 pixels (7 MP)</i>
Notable Video Resolutions and Frame Rates (back camera)	2160p30 (4K) 1080p30 (preset) 1080p60
High Frame Rate (HFR) / Slow Motion Video Formats	1080p120 720p240
Single-Shot / Video HDR Formats	No
High Resolution Still Images During Video Capture (back camera)	up to 3840 x 2160 pixels (8 MP)
High Resolution Still Images During Video Capture (front camera)	up to 3088 x 2320 pixels (7 MP)
Optical Image Stabilization (OIS)	Still / bracketed / video capture
RAW Photo Capture (back camera only)	Yes
Focus Pixels (back camera only)	Yes
Cinematic Video Stabilization	Yes
Retina Flash	Yes
Live Photos	Yes
Wide-Gamut Color Capture	Yes
Dual Camera	Yes

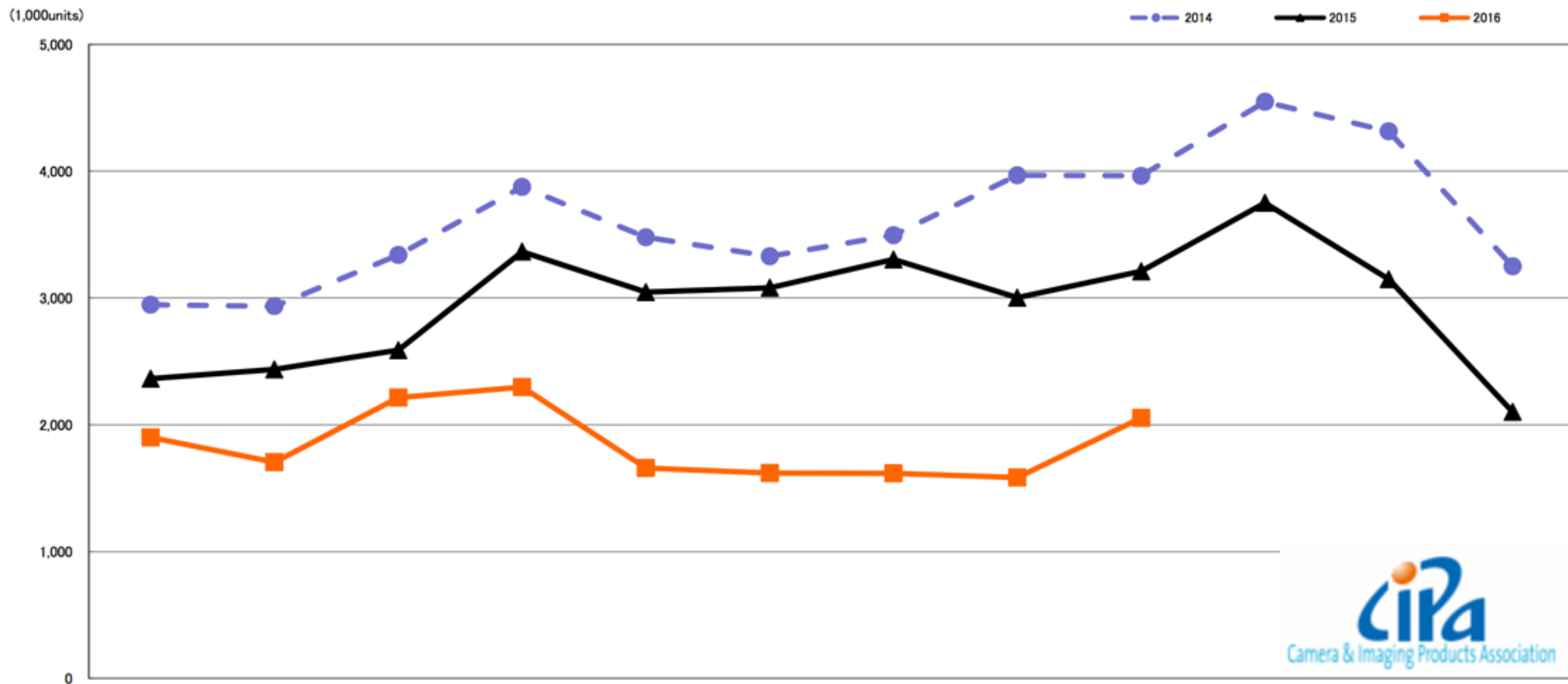
Quantity of Total Shipment of Interchangeable Lens DSC [Worldwide] Comparison of 2014 , 2015 and 2016 :Jan.-Sep.



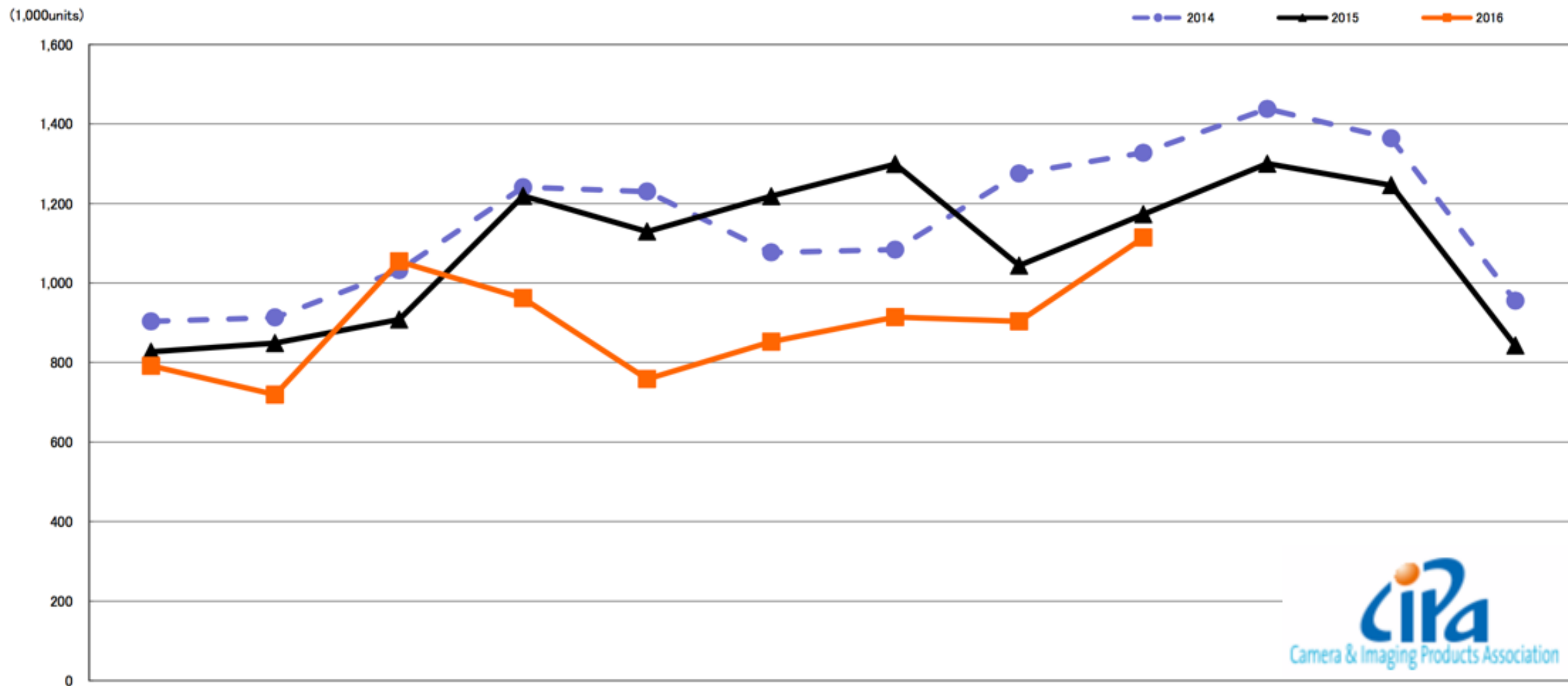
Quantity of Total Shipment of Built-in Lens DSC [Worldwide] Comparison of 2014 , 2015 and 2016 : Jan.-Sep.



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