



The Leaf Aptus 75, with 33.3 megapixels is now available for hire or purchase and will be on show during Photokina this year.

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RENTAL: Aptus 75, 65 and 22 now available for hire.

With the level of sales and interest for the Aptus 65 and 75 surpassing all early predictions, Peartree Rental is pleased to say that both backs are now available for hire. Remember, Peartree offer a complete hire solution:

- An expert operator
- Either an Aptus 22, 65 or 75
- A choice of Hasselblad, Mamiya, Sinar and Linhof
- A choice from as extensive range of lenses
- Either a very powerful G5 or a Macbook Pro
- Latest version of Leaf Capture 10
- Photoshop CS2
- A choice of storage options on location (Leaf DM 20GB/30GB or 4GB CF)

Our service will give you the opportunity to use the very latest equipment with complete support, ensuring you receive the finest service in the industry.

We cover every aspect on the technical side, so you, the photographer can do what you do best – shoot the perfect image.

Visit our website or call our rental department on **020 7251 2044** for more information or to make a booking.

A Growing Team

Peartree Rental is pleased to welcome two new members to the team. Lawrie Hope has been hired as Business Development Manager, while Darius Gelich will head up Marketing.

Lawrie Hope brings with him over fifteen years experience managing business operations within the print and photographic industry, most recently representing Sinar with

Lastra Imaging. He will be responsible for Leaf sales and rental support, project management and procurement.

Both additions will help bring a whole new dimension and structure to our company, which will allow fresh avenues to be explored that were inaccessible before. A wealth of experience and creative thinking will ensure we provide our clients with the finest possible service.

Lawrie's experience in the industry will be an immediate asset to a rapidly growing business.



photokina
world of imaging

Sept 26th - Oct 1st 2006
Hall 5.1, Aisle A10 - B19

Peartree Rental is proud to be part of the Photokina exhibition in Cologne, Germany this year. We will be contributing to the Leaf stand and look to forward to creating an exciting environment where you can experience the latest digital technology. Every two years over 150,000 visitors from 140 countries attend the six-day showcase of the worlds leading photography and imaging products. The event will provide a full overview of the imaging technology and imaging communication market in all its complexity. All the Leaf Aptus family will be on show and available for testing, including the new Aptus 65, Aptus 75 and the most up to date version of Leaf Capture 10.

Call 020 7251 2044 for more info.

Peartree Rental offer the FULL range of Eizo and Linhof products, visit peartreerental.com for more information



ColorEdge® CG221

The Highest Standards

There has been an exciting development within our product offering. We are very happy to have forged official relationships with both Eizo and Linhof and are now able to offer our clients the complete range of products.

Peartree believe in quality and forming associations with such reputable firms that are renowned for product innovation shows our commitment to providing the best for our customers.

The ColorEdge CG221 Defines Quality

The new CG221, Eizo's ColorEdge flagship model, presents a long-awaited breakthrough in digital proofing due to its expanded colour space that supports Adobe RGB. Photographers can now conduct all colour checks on screen before printing. The whole ColorEdge series provides total assurance of colour accuracy because each unit is individually calibrated at the factory.

The 22.2-inch screen also comes supplied with EIZO's proprietary ColorNavigator™ software, which utilises a 12-bit Look-Up Table to achieve uniform levels of brightness and colour across the screen. As a result, you enjoy the benefits of soft proofing and on-screen colour checking for a more efficient workflow, as well as the convenience of a great looking slim-profile monitor.

(All Eizo monitors now include a class leading manufacturers five-year warranty.)

Innovation In The Studio: Linhof M 679cs

The Linhof M 679cs is designed to meet all the requirements of applied photography. The system includes all

controlling elements for the professional photographer:

- Control of perspective
- Control of depth of field
- Most precise control of imaging composure
- Easy handling is guaranteed

The M679cs offers micro drives for direct lateral and vertical shift of both standards. The integral tilt base now features a stepless lateral leveling of 10 degrees left and right by means of self-aligning micro drives. Swings and tilts can be made effortlessly due to the advanced micro-gear mechanics and metric scales incorporated into the camera.

The Linhof and Leaf family compliment one another to create a unified solution as both systems strive to create the ultimate in image quality. A combination of the sM679cs and Aptus 75 will no doubt produce an image that bares quality second to no other.

The Linhof M679cs includes: Multipurpose bellows, front and rear standards, integrated bench holder and heavy-duty system case.

Hasselblad and Mamiya camera bodies, lenses and accessories also available, call or visit our website for more information.



Linhof M679cs available at Peartree Rental for hire or purchase.



Leaf Capture 10

The new Leaf Capture 10 application is the ideal shooting partner for professional photographers.

This sophisticated software can be used to adjust and perfect your images while you shoot, using one clear, simple window for all tasks. You can create your own colour profiles with Custom Color Profile Maker powered by Gretag Macbeth, and analyse the true data that has been shot and check essential settings with Leaf Raw view.



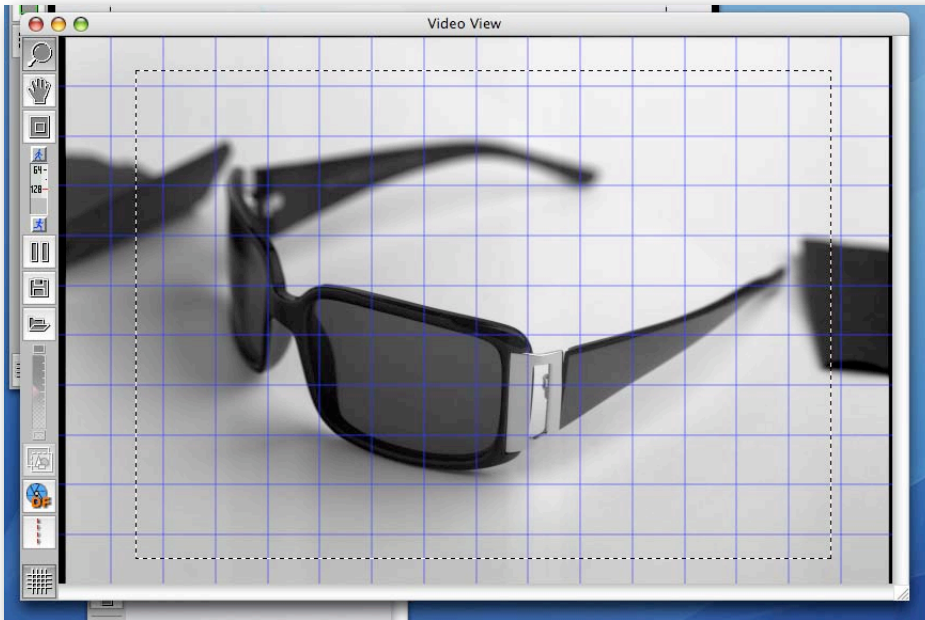
Major Features:

- Supports Intel Mac
- No time lost in Processing; keep shooting while the system batch-processes large numbers of images
- Default settings provide immediate excellent image quality, with the comfort of a rich variety of tools at you fingertips, to lend you full control over your creativity.
- Save and apply all settings from session to session.
- Loupe tool for instant viewing of raw images at 100%.
- You can open the Leaf raw images in Adobe PhotoShop CS2 and Adobe Lightroom.

Leaf Capture 10 is available for download at peartreerental.com

Peartree Rental Customer Testimonial

"I cannot think of any other company that will talk you through a problem there and then, offer advice and even let me shoot for a day in their studio whilst they watch and advise on my digital shoot method and workflow (I'm sure thats what its called these days!)" Dan Duchars 2006. www.danduchars.com



Leaf Video View - Ultimate Focusing Accuracy

This sophisticated piece of software enables you to see a real-time, video-like image in the Video View display of Leaf Capture.

Video View allows the photographer to gain maximum performance and productivity. Best possible accuracy in focus is always obtained as the on screen display comes directly from the digital chip itself. It also allows you and your client to direct exactly how a shot should be taken, helping to improve efficiency on behalf of both parties.

Composition:

- **Viewfinder:** Some large format cameras do not include a camera viewfinder, meaning video view is ideal for those who don't want to observe the image through the camera's ground glass or viewfinder.
- **Layout:** The Digital Layout function allows you to create a composition according to a predefined layout of a previous shoot or from a custom editor.

Focusing:

- **Digital Focus:** It is often inconvenient to place and remove the viewfinder screen on view cameras. With Video View software, focusing directly on the sensor enables a high degree of precision with relative ease.
- **Accuracy:** It eradicates a focusing accuracy issue that comes with sliding and moving digital backs. A grid is also provided for a precise shot, helping your productivity (perfect for busy pack-shot studios)
- **Depth of Field:** You can also check the depth of field before capturing an image.

Video View is one of the many features that comes with Leaf Capture (version 8.4.3) software. Download it now for **FREE** at peartreerental.com.

FEATURED SPECIFICATIONS:

- 6726 x 5040 pixels
- 48 x 36mm Dalsa sensor
- 16-bit colour depth
- ISO 50 - 800
- 1.85 second per frame capture speed
- Flexible storage: CF, 30GB Leaf Digital Magazine and tethered operation.
- 3.5" touch screen display
- New Leaf Capture 10 software

Aptus 75: Industry Leader



Leaf Aptus 75 wins TIPA 2006 Award

Voted best digital camera back in Europe by the Technical Image Press Association

Peartree Rental is pleased to announce that the Leaf Aptus 75 has been awarded the prestigious 'best digital camera back in Europe 2006' award. The award will be presented on the opening day of Photokina 2006 in Cologne, Germany.

The Technical Image Press Association (TIPA) was founded in 1991 as an independent, non-profit Association of European photo and imaging magazines. At present, with 31 member magazines from twelve countries, TIPA is by far the largest and most influential photo and imaging press association in Europe. Once a year, all the editors and/or technical meet to vote for the "Best Photo and Imaging Products in Europe".

Leaf Aptus 75: Uncompromised Quality

With its 33.3-MP sensor and 7.2-micron pixel size, the LEAF Aptus 75 camera back provides rich detail and Color, striking highlights and shadows, and a high dynamic range, all ensuring exceptional, state-of-the-art image quality. The spacious 6 x 7-cm touch screen allows quick and easy access to the settings needed by professional photographers both before and during the shoot.

Leading commercial and fashion photographers worldwide benefit from the quality, speed and flexibility. It comes with a wide range of pre-shoot options that make it easy to create camera and file settings as well as to edit images during the shoot. The back is is for a wide range of medium and large format cameras and its compressed files are compatible with



Summer Promotion

Peartree is pleased to offer a unique special discount to those looking for a complete solution.

For a limited time only, customers interested in purchasing any new camera and a Leaf digital back can now save up to £1600.

This discounted rate only applies to the Leaf Aptus range. Call 020 7251 2044 for more details.

Hasselblad, Mamiya, Linhof and Sinar bodies all available at Peartree Rental



HASSELBLAD

Introducing the Leaf Mamiya ProDigital 22, 65 & 75

Peartree Rental is now offering a one off promotion; The 'Leaf Mamiya ProDigital' solution comprises of the Leaf Aptus digital back, the new Mamiya 645 AFDII body, 80mm lens and Leaf 30GB Digital Magazine.

The **Mamiya 645 AFDII** maintains all the excellent features of its predecessor, the 645 AFD, but with a host of enhancements that the photographer will find of great benefit. It now includes an enhanced auto focus sensor for improved focusing speed and accuracy. There are 36 custom settings to allow the photographer to personalise the camera to the way they want it to work. It also offers exclusive data transfer to the Leaf back via MSC (Mamiya Serial Communication) Intelligence.

Leaf Mamiya ProDigital 22	£14,995.00	All prices ex VAT
Leaf Mamiya ProDigital 65	£11,495.00	
Leaf Mamiya ProDigital 75	£17,995.00	

Peartree Rental and Leaf Workshop, October 2006

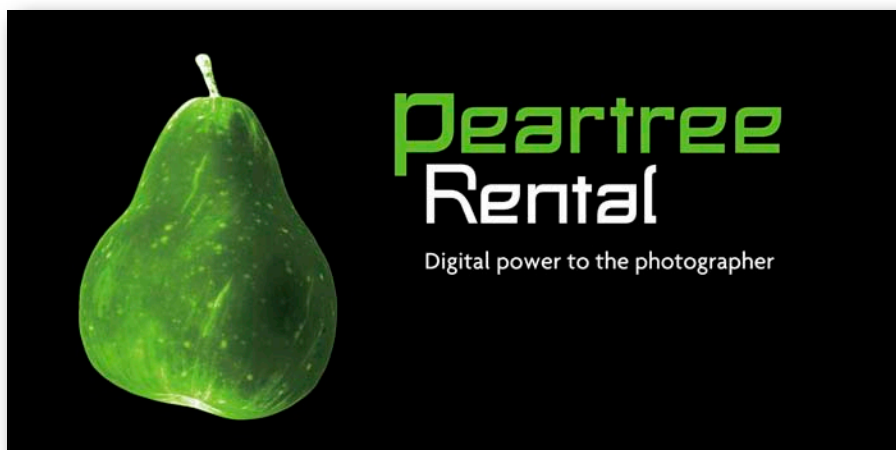
Leaf digital workshops will now be taking place at our central London studio from October 2006. Those who attend will have an opportunity to meet with Leaf UK's representative and dedicated Peartree team. We will be looking to cover a number of areas in high end digital photography, including:

- Software Training
- Digital Configuration
- Trouble Shooting
- System House Keeping

Call **020 7251 2044** to sign up or for more information. A days training with lunch will cost **£100 (inc. VAT)**. Official dates to be confirmed.

Peartree Rental Sales Support

We pride ourselves in our dedication to providing our clients with unceasing support throughout our rental and sales client base. We understand that photographers rely on technology to run smoothly in situations where time is of the essence, and we want you to feel confident that support is easily and always within reach.



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