



REL Photography & Videos

Images and Sound Found Nowhere Else, At *Any* Price!

prices, samples, and more at www.relpro.com

Guide to Bar/Bat Mitzvah Video and Photography

We make your video or photographs with care and love, capturing the feelings as well as the sights and sounds, creating works of art you will enjoy throughout your lives. You will treasure your video or photographs. We know quality cannot be added later, so we use only the best equipment and materials.

The Art Of Video

One or multiple cameras can be placed to show close-ups without being noticed. Even in dark venues. Still images, graphics, music and sound bring the theater experience to your home! You must see and hear our videos to understand! They are not only worth the price, they are priceless!

The Art Of Photography

Our photographs are made with large digital files or negatives, to capture nuances others miss. Posed and unposed. Black and white, and color. Studio, and natural lighting. Digital files on CD, albums, Web pages, digital slide shows, and videos with your favorite music and graphics are available. Not cheap, but worth it.

Reflections Videos

Reflections montages, also called digital slide shows, feature your photographs, music, and words. Ken Burns-style motion (made popular on PBS programs such as *The National Parks*) can bring your still images to life, using our digital animation stage to gracefully move around an image. Each image is scanned with our graphics studio grade high-resolution scanner, retouched and color-corrected to perfection. Much more refined than presentations done by others.

These videos are the most wonderful additions to all special occasions: Show yours on a large screen, or continuously on a TV-DVD player. Available separately. Large screen projection is available.

Quality Cannot Be Added Later!

That is why we take such care to use the best equipment and materials. After all, this day will never happen again! We will spend as much time as necessary to make sure your photography or video is something you, and we, are proud of. Please call for an appointment to see and hear why our photographs and videos are loved by our clients, and respected by our competitors.

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Why Spend So Much on a One, Two or Three Day Celebration?

You will get more pleasure from your REL photographs or video over the years than any other Bar/Bat expense. The price for video or photography is small compared to other expenses. Your video and photographs will last. Since I own the company, I can spend as much time as necessary to give you my best.

Most people have to go through the Bar/Bat experience before they understand how important really good Bar/Bat photographs and video will become. This is a day that will never happen again. Most of the things you spend money on will soon become faded memories. Not your photographs or video. The magical moments will come to life again in your video and photographs, if they are done well. At REL, we want you to view our work. We invite comparison. Your video and photographs will be as individual as you are. REL images are clear and colorful (except for black & white, of course), even when the ambient lighting is dim.

Our videos are steady, unless you like a "jiggly" look. Lots of close-ups. The sound is crystal clear. The coverage is complete. Nothing is missed. The style is *your* style. The story flows. It's fun! It's exciting! We pay total attention to detail. REL videos are put together with loving care, combining the best of several cameras, or using film-style techniques with a single camera. No careless or sloppy edits. No technical glitches. Pure silk!

Everything about our photography says quality. We don't cut corners like most other photographers. In addition to digital, we still offer large negative professional portrait film photography for it's unique ability to enhance the beauty of people. This is a more expensive option, but it gives you the flexibility to do anything with the images in the future. Professional portrait film enhances skin tones while masking flaws.

What Is Your Style?

The style of your Bar/Bat photography is so important. Do you like posed pictures or would you like us to fade into the woodwork, capturing your day as it unfolds? Most people like a combination of formal pictures (for posterity – who knows what you'll want in ten or twenty years) and a lot of photojournalistic-style candid shots of people just having fun. You may like some moody black and white, or other monotone pictures or video, such as sepia-toned. Pictures or video that look like drawings or paintings.

You might like to be put into scenes that aren't possible on your special day. Maybe there's a special person who can't attend who you'd like to have in some of the pictures.

My goal is to make your photographs and video as suited to your individual needs and personal style as possible. I want you to be delighted every time you view them.

We put the highest quality into your original images, because if we didn't, we could not give you the quality you deserve. We give you the absolute highest quality for the lowest price we can afford to offer.

Who Should We Please?

At REL, we think everything else is secondary to delighting our clients. When we take care of your needs, everything else falls naturally into place. We are truly interested in you. Your dreams. How you want your video and photographs to look and sound. We listen carefully to you so that we can fulfill your needs and desires. Along with our

standard packages, we can build your own custom package that will meet your exact requirements.

We guarantee we will do everything possible to give you the most wonderful video or photographs. We do very little advertising. Almost all of our business comes from the referrals of previous satisfied clients. We depend on our clients telling others how much they enjoy their photographs and videos. Your satisfaction is our most important goal.

We believe in redundancy. We bring duplicates of everything – cameras, flashes, lenses, microphones, etc. Our flash systems (both on-camera and studio lighting) use more than one flash, so if one flash were to fail, there would still be enough light from the other flash to make a perfect picture. We use back-up video cameras, back-up microphones, and make back-up video files.

Technology Rules, Right?

Hardware is important, but it is only one of the parts that determines how much joy you'll get from your Bar/Bat video or photographs. We use the absolute best equipment that has been uniquely modified for the very demanding Bar/Bat environment, but without our exceptional skill and creativity, the promise of this wonderful equipment would go unfulfilled.

Our technology makes it possible to make wall-sized photographs. Photographs that you can walk right up to and not see the grain or pixels in the picture. Our artistry makes you want a wall-sized print!

We create our videos so that they will not only look wonderful now, but will benefit from future enhancements as technology improves. The camera has no idea what the image is supposed to look like, so we use manual control over all-important functions to get exactly what we want.

Can We Have Fun?

We insist on it! Your Bar/Bat party is about having the time of your life. We believe in having fun and think you do too. This is what your Bar/Bat party is all about.

Why Do We Offer Both Large Negative and Digital Photography?

Like other fine photographers, we offer digital photography. Unlike most others, we still offer large negative film-based photography. We are so confident you will love your photographs that we offer you an unconditional money back guarantee.

Most photographers have switched to taking digital Bar/Bat photographs, primarily because digital is so much less expensive to produce. Film-based photography has become very expensive. But, large negative film offers some important benefits with people pictures. Professional portrait films are formulated to produce flawless, silky-smooth skin tones. Digital is designed to produce reality. There are times that reality is not the best choice, especially at this time of your life.

Most of our clients will choose us because they like our style, are confident that we will give them the best possible images in their price range, and are comfortable with us. Some will understand that the subtle, but noticeable, ways large negative film-based photographs differ from digital are worth the added cost. We can take a small number of large-negative pictures where it matters the most, such as a series of close-ups of the honoree and family group portraits, then use digital for the rest to keep the cost down.

We convert the negatives to ultra-high resolution digital files so the images can be included on your CD, if you choose that option.

Do Digital and Film-Based Photography Really Differ?

The best digital cameras (25+ megapixels) have caught up with the resolution of 35mm film. But their resolution still pales when compared with the 6 x 7 cm negatives we use, which have the equivalent to a 150MB digital file. There is no need to add the sharpening that is necessary to make digital images appear to be sharp. That sharpening emphasizes skin irregularities, and is not complimentary in portrait photography. More important, the wider exposure latitude and finely-tuned color rendition of professional portrait film produces the glowing images every honoree wants.

Large negative photography has so much exposure latitude that spot-on exposure is not necessary to create perfect photographs. The film can record a wider range of contrast than the scene. This benefits you because you will enjoy your portrait session, rather than wait for the photographer to adjust the exposure. And we can be more creative because we can concentrate on creating your unique photographs rather than fooling around with the camera controls, knowing that every frame will produce a perfect exposure, just like the tens of thousands of other pictures we've taken over the years.

Whether you choose digital or large negative, we will put the highest quality into your original images. We give you the absolute highest quality for the lowest price we can afford to offer.

We Offer CDs, In Addition to Photographs and Albums

This way, you can save money by either printing your photographs yourself, or taking (or uploading) them to a lab to be printed. Naturally, you can still take advantage of our expertise and creativity by having us make your most important photographs and albums by hand.

On-Camera Backup Video Recording to be Sure We Will Get the Shot

Electronic devices are very reliable today, but not flawless. We want you to enjoy your day without a thought about your video. That's why we not only use the best cameras for the job — we make a second recording of the main camera while we're recording your ceremony, just to be sure that everything goes right.

Remote Video Camera Control at the Ceremony or Ceremony Rehearsal

We strive to be invisible while recording your Bar/Bat memories. Besides being very discreet, we offer full remote control of our cameras so we can get the intimate close-ups with no worry about the camera guy showing. For synagogues where ceremony coverage is not allowed, consider having us record the ceremony rehearsal.

Why Use More Than One Video Camera?

Multiple video cameras offer additional perspectives, and help us to tell your story. Make it so interesting and lively that you will never get tired of it. Instead of long, static shots, you are delighted by frequent changes of scenery, revealing nuances and new parts of the story. This also makes it possible to give you a much more refined video. We can use wireless remote control of our cameras, so we don't become a part of your ceremony.

The cost of multi-camera coverage is more than many are willing to pay. So, we offer Single-Camera, Film Style , which gives you the multi-camera look for a budget price.

I direct the video. In this way, I can weave together an aesthetically pleasing flow of images rather than merely assemble pieces that have little relationship to one another.

Is Video Editing Really That Important?

Only if you want to watch your video more than once! At REL, my focus is not on how quickly I can edit a video. It is on how well I can edit it. I use not only my skills as an editor, but also my sensitivity as an artist to create a masterpiece of sights and sounds. Every edit is carefully thought out and meticulously executed to make your video worthy of a lifetime of enjoyment.

Do You Have the Sound Up When You Watch a Movie?

The quality of the audio can make or break your video. Turn down the sound of one of your favorite TV programs or movies to get an idea of how important sound is.

We don't rely on a single wireless or on-camera microphone to capture the sound. We combine multiple studio-grade wired and wireless microphones, recorded on separate audio tracks, and then mix the best tracks into your video, complete with surround sound.

What About Lighting?

We do not use video lighting during the ceremony. Most sites don't allow it, and it really is not necessary. Our cameras produce beautiful pictures under candlelight, sunlight, and the lighting at *your* site.

For photography, we bring studio lighting for formal pictures taken inside. Fill-flash, light reflectors and natural light outside are blended to create what photographers call beauty light to make you look your best.

How Will You Be Treated?

You can absolutely depend on us to provide you our best in every way. We will be available to help you design your video or photography according to your preferences, and to make it uniquely yours. We will listen to you carefully, ask questions, and offer advice when you ask

If none of our packages gives you exactly what you need, we will put one together that does. There are no hidden extras or surprises! All video editing is included. Your contract includes all of the details.

We do only one event per day and we are yours exclusively on your day. I will personally photograph you, or direct the recording of your Bar/Bat video, and edit your video. I will not send others to take my place. I will wear a black tuxedo, or other attire you are comfortable with.

There is one common thread in all of the REL products and services: the quality. We give you images and sound found nowhere else, at any price!

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