



REL Photography and Videos

Images and Sound Found Nowhere Else,

At Any Price!

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



The Art of Photography

We sensitively capture details others miss. Posed and unposed. Black and white, and color. Studio, and natural lighting. Like others, 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 a money back guarantee. Images are available on CD so you can create your own images.

The Art of Video

Romantic close-ups without being close to you, with remote control of our cameras. More than just a video: A work of art! On-camera backup recording. You can be sure we will get the shot Still images, slow- and fast-motion, graphics, music, and surround sound. Our videos are priceless! Available on videotape, and DVD.

Love Stories, Reflections, and Bridal Elegance Montages

Sometimes called *digital slide shows*, these montages tell your story with favorite photographs, video stills, slow motion and regular video sequences, your narration, graphics, and music. Filled with emotion when shown on a large screen.

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206-524-1991 • www.relpro.com • 2010vp@relpro.com

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A Bride's Guide to Wedding Photography and Video

You will get more pleasure from your REL photographs or video over the years than any other wedding expense. Wedding photography and videos are my passion. Since I own the company, I can spend as much time as necessary to give you my best. I will personally direct and edit your video, and/or take your photographs.

Most people have to go through the wedding or other special event experience before they understand how important really good 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 photographs and video, if they are done well. At REL, we want you to view our work. We invite comparison. Your photographs and video 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 its unique ability to enhance the beauty of people.

What Is Your Style?

The style of your photography is so important. Do you like posed pictures or would you like us to fade into the woodwork, capturing your special 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 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 would like to have in one or more of the pictures.

Our goal is to make your photographs and video as suited to your individual needs and personal style as possible. I want you to be absolutely 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 photographs and video 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 photographs or video. We do very little advertising. Almost all of our business comes from the referrals from 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?

The hardware to capture your event is important, but it is only one of the parts that determine how much joy you'll get from your photographs and video. We use the absolute best equipment that has been uniquely modified for the very demanding wedding and event 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 special day is about having the time of your life. We believe in having fun and think you do too. This is what your wedding or other special day is all about. Your wishes should be everyone else's command. Why? Because as the honoree, it is *your* day!

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 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.

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 give you the advantages of both film-based and digital photography by using digital where it excels, film where it excels, and both for

important shots. We convert the negatives to ultra-high resolution digital files so we can play with the images in Photoshop, and so the images can be included on your CD, if you choose that option.

Do Digital and Large-Negative Photography Really Differ?

The best digital cameras (25+ mega pixels) 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 formulation of professional portrait film produces the glowing images every bride 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 wedding day, 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 wedding pictures we've taken over the years.

Digital sensors cannot encompass the full range of many scenes, especially scenes that are normally found at weddings and other events. Clothing such as black tuxes and white dresses exceed the contrast range of digital equipment, but not film.

If you still would rather choose to have us use digital photography, don't worry. 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 special 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, just to be sure that everything goes right.

Remote Video Camera Control - Close-ups Without Distraction

We strive to be invisible while recording your wedding memories. Besides being very discreet, we offer full remote control of our cameras so we can get the intimate close-ups brides love with no worry about the camera guy showing.

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 wedding ceremony. But multi-camera coverage is much more expensive than single, so we offer Single-Camera, Film Style to create the multi-camera look for a budget price.

I direct the video. That means that I can control what all of the cameras capture. 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. Your video will be like a real movie – only better, because you're the star!

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 wedding 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 photography or video according to your personal 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 one 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 special day. I will personally photograph you, or direct the recording of your wedding on video, and edit your video.

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