

Photoshop Lightroom 2 Adventure made easy

Mikkel Aaland a photographer, author and creator/director of the Adobe Photoshop Lightroom Adventure captured the lessons learnt, through his new book. In an interview he recounts the incredible journey to **Fred Shippey**. Excerpts:

What was the intent of this adventure?

This adventure, like the first one to Iceland, was a unique collaboration between toolmaker (Adobe) and photographer resulting in a real-world application (Photoshop Lightroom) that works for all of us like it should. The photographers were selected both for their world-class photographic skills and their interest in new technologies. They weren't paid but got a trip of a lifetime. Their expertise and suggestions have been incorporated into the latest version of Adobe Photoshop Lightroom, which was very satisfying for them. Several Adobe personnel working on digital imaging accompanied the group and provided first-hand support while producing some amazing photos themselves. Besides the satisfaction of putting this group together, I got very valuable material that I have used in my new book, which is just now finished, titled, Photoshop

Lightroom 2 Adventure, published by O'Reilly.

Who were the participants?

18 world-class photographers from all over world, including Great Britain, Germany, Japan, United States, and Australia. 5 high-level Adobe personnel who provided support and incorporated many of the suggestions for improving the software into the final version of Lightroom 2. We also had a team from Tourism Tasmania along who provided logistic support. We also had along high-tech media star, Leo Laporte, who both reported on the event and participated as a photographer. His blogs, tweets and on-line videos generated over a million hits while we were in the field. He also did his popular weekend radio show, The Tech Guy, broadcast all over the world, from Hobart, Tasmania. It was quite a team! We all worked very well together.



Mikkel Aaland

You must be getting pretty good in organizing such 'adventures' - what does it take to make it all work?

A stubborn Norwegian character! No, seriously, this was groupeffort. I just finished writing the acknowledgements for the book and the list is two pages long. It really takes an army to make something this huge happen.

Who helped make it possible?

We had several sponsors. Adobe and Tourism Tasmania and my publisher were the main sponsors. Qantas was also very important, obviously! They flew

all of us from all over the world safely to and from Tasmania. Epson was particularly supportive because they helped us with both money and printers and print media that we used on the road. By the way, last night in Tasmania we had a print auction using our Epson prints that raised over \$7,000 for the Save the Tasmanian Devil fund.) Digital Railroad was a new sponsor for us, and we were thrilled with the idea that we could partner with them and help our photographers get their incredible images of Tasmania into the marketplace. Lowepro helped us with both money and bags, which everyone really appreciated. Sanyo donated a few HD video cameras to provide "B" roll for the adventure video that Stormfront Productions is producing. We got product from Lensbaby and Hoodman, which was also appreciated.

What improvements in digital imaging workflow for pro-photographers are you seeing?

The most compelling and amazing thing about working with Adobe Photoshop Lightroom is it frees photographers to do what they do best: take photos. It creates a smooth, relatively effortless work environment that digests images, RAW or otherwise, and quickly spits them out into





what ever from you want, be it a slideshow, web gallery, or print. The product makes the photographer look good and smart and because it saves so much time, it saves a lot of money.

What improvements in digital imaging workflow still need to be made?

Lightroom doesn't handle video, and personally I think this is critical. Photographers have learned that the future is not just still imaging but imaging and you need to offer multiple services to your client. At this point it's hard to imagine a one-stop solution, but such a solution will make all the difference and I look forward to it.

What did you enjoy the most about this Adventure?

Working with the team. Photography attracts wonderful people who are passionate about what they do. I love working with them. The biggest surprise on this adventure was the location, Tasmania. What an amazing place! The people are so friendly. The landscape is so varied. We were like kids in a candy store, running from place to place taking photos. It satisfied the landscape photographers in the group such as Charlie Cramer and Peter Eastway, as well as the people photographers such as Catherine Hall and Bruce Dale. The animal life was really out of this world. I love the Tasmanian devil. It's SO cute! And the wombats are to die for! I wanted to bring one home for my daughters.

Where can we see the results of this Adventure?

If you Google Tasmanian Adobe Adventure you will find so much on what we did. The main sites are <http://digitalmedia.oreilly.com/adventure/>; <http://www.xyzadventures.com/galleries/>; <http://www.digitalrailroad.net/LightroomAdventure/Production/PhotoGroupView.aspx?pbid=4&msa=1&pgid=15353763>. And of course, you can always buy the book! http://www.amazon.com/Photoshop-Lightroom-Adventure-Mikkel-Aaland/dp/0596521014/ref=sr_1_8/102-8448475-0747319?ie=UTF8&s=books.

What's next?

I hope we can continue with the adventures. It's a win-win for everyone. The sponsors get an amazing feedback and attention and the photographers get a chance to shape the future, and take great photos! We are looking at a couple locations for the next adventure, including an island in the Caribbean and the northern Japanese island of Hokkaido. A lot of the decisions depends on the life cycle of the software. The first version of LR was beta in the summer so Iceland was a perfect choice. The second version was beta in the winter so had to look below the equator for an appropriate location to road test it. We like islands because they are more contained. Have you every heard the phrase, herding cats? Well it applies to photographers. An island keeps them focused. 🇮🇳

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