



FOR IMMEDIATE RELEASE

## New AdoramaTV Educational Videos Enhance the Adorama Learning Center

*Free shows available for immediate download via the Adorama Learning Center, YouTube, iTunes and more, aim to make everyone a better photographer*

New York, NY (May 21, 2010) – Adorama ([www.adorama.com](http://www.adorama.com)), one of America’s premier photography and consumer electronics resellers, announces today the launch of [AdoramaTV](#) – a new video channel featuring an ongoing series of free weekly educational videos designed to help everyone interested in photography become a better photographer. AdoramaTV is the latest free educational offering to be added to the Adorama Learning Center. Adorama is committed to educating its customers from novice to professional beyond its classrooms and website and into the broader world of social media.

For casual snapshotters and professionals alike, Adorama TV, hosted by Professional Photographer Mark Wallace, offers basic photography tutorials, behind-the-scenes looks at how to conduct a photo shoot in a studio or in the field, interviews with professional photographers and videographers, and informative reviews of new cameras, lenses, accessories and even weekly reviews of mobile photography related apps for the iPad.

“Education is a critical part of who we are,” said Brian Green, vice president of marketing for Adorama. “In such a rapidly evolving industry, we want our community members to get the most out of their equipment, and through that, be able to grow creatively. We’ve found in our host Mark Wallace a really clear, comprehensive teaching style that we feel reflects our own commitment to education and is perfect for AdoramaTV.”

AdoramaTV is comprised of four different video shows titled “Digital Photography 1 on 1”, “How’d They Do That?”, “Product and App Reviews”, and “Behind the Scenes”. Each segment is updated weekly. Four new videos are added every week. Segments will include topics that are designed for basic, intermediate and advanced photographers.

The AdoramaTV weekly schedule is as follows:

- Monday: “Digital Photography 1 on 1”
- Tuesday: “How’d They Do That?”
- Wednesday: “Product Reviews”
- Thursday: “iPhone and iPad App Reviews”
- “Behind the Scenes” segments will be posted as they become available.

All video shows, new and archived, can be viewed via the Adorama Learning Center at [www.adorama.com/alc/category/AdoramaTV](http://www.adorama.com/alc/category/AdoramaTV), or via the YouTube AdoramaTV Channel at

[www.youtube.com/user/adoramaTV](http://www.youtube.com/user/adoramaTV) , iTunes (featured in the “New and Noteworthy” section and available as a free subscription for automatic delivery of new episodes), as well as via the popular social networking sites Facebook, Twitter and Flickr.

To celebrate the launch of AdoramaTV, Adorama will be introducing a new contest for all viewers. The celebrity judge will be Bryan Peterson, professional photographer, author, and founder of Perfect Picture School of Photography. Viewers can tune in to AdoramaTV the week of May 24th to learn more about the contest and win fantastic prizes.

#### **About the Videos**

“Digital Photography 1 on 1” is a video series that deals with any and all photography related questions from viewers. These video segments will feature various types of photographic equipment and welcomes viewers to show what they learned by posting their pictures to the Adorama FlickrR page.

The “How’d They Do That” video series focuses on an interesting image or video and then goes behind-the-scenes to show photographers exactly how the image or video was created and what equipment was used.

“Product and App Reviews” showcase one or more products for review. This series also includes reviews on popular and new mobile applications for photographers such as iPhone/iPad apps used for special camera effects.

“Behind the Scenes” videos provide viewers a behind-the-scenes look at creating AdoramaTV segments.

#### **About the Host – Mark Wallace**

AdoramaTV Host Mark Wallace is a professional photographer, instructor and creator of a popular online photography instruction series, *Digital Photography One on One*. Wallace shoots commercial, travel and stock photography and creates video content for many photography equipment manufacturers such as X-Rite, Sekonic, PocketWizard and Profoto. His corporate clients include iGo, Allstate, National Public Radio, KB Home and the U.S. Army. Wallace is the co-founder of SnapFactory studio ([www.snapfactory.com](http://www.snapfactory.com)). Follow Mark on Twitter @jmarkwallace.

#### **About Adorama**

For more than thirty years, Adorama Camera, Inc. headquartered in New York, NY, has been one of the nation’s largest retail and mail order suppliers serving professionals as well as amateurs in the photographic, video, digital imaging, consumer electronics and telescope/binocular fields. Adorama prides itself on offering the best combination of quality services, selection, knowledgeable staff, and competitive pricing. The Adorama Learning Center ([www.adorama.com/alc/](http://www.adorama.com/alc/)) provides a valuable resource to photographers of all levels via always free online photography education, up-to-date photography related editorial content, AdoramaTV, how-to tutorials, podcasts and hands-on Adorama workshops ([www.adorama.com/workshops](http://www.adorama.com/workshops)). For more information about Adorama’s products, services, and the unique Adorama educational services visit [www.adorama.com](http://www.adorama.com).

*iPhone and iPad are registered trademarks of Apple Inc. All other trademarks are property of their respective owners.*

# # #

-more-

**Contact:**

**Ahron Schachter**

Director of New Product Placement / Merchandiser

212-741-0401

[ahrons@adorama.com](mailto:ahrons@adorama.com)

**Steve Rosenbaum/Leigh Nofi**

S.I.R. Marketing Communications, Inc.

631-757-5665

[sir@sironline.com](mailto:sir@sironline.com) / [leighnofi@sironline.com](mailto:leighnofi@sironline.com)

**Brian Green**

Vice President of Marketing, Adorama

212-741-0401

[briang@adorama.com](mailto:briang@adorama.com)