



## Global Imaging Trip to Israel

### DAY ONE

We left our hotel in Tel Aviv at 8am Monday after the previous evening's welcome dinner and drinks at our hotel.



We set out for the Kodak building to visit the Leaf manufacturing facilities.

The newly built facility is done in very modern architecture with many windows and open spaces that filled with daylight in the four-story central atrium. The Leaf digital back and Kodak (formerly Creo) scanner installation areas are small, clean and well organized.





## Global Imaging Trip to Israel

We were shown how the backs go through the assembly process by hand, down to the extensive burn-in and testing procedures. Every back then gets tested on it's respective camera mount in an actual photo booth before final preparation for shipment. In the scanner



room, the Eversmart and IQ Smart scanners are assembled by hand in the middle of a room filled to the ceiling with parts bins. It is really an interesting sight to see.

Ziv Argov – product manager for Leaf – then introduced us to the new Aptus AFi Camera system. This entirely new camera body has incredible promise. It is very lightweight and encompasses great functionality, ergonomics, and durability. We were to work with six alpha testing units we were told represented about \$1 Million each in their present R&D form. The AFi camera system should be available in the 4th quarter, as they are just about to start beta testing the system.





## Global Imaging Trip to Israel

After a terrific morning we departed Kodak for the 1-hour drive to Jerusalem. We arrived at the Mount of Olives – a very sacred place to the people of Jerusalem. The mountain hosts a university, hospital, and a cemetery estimated to have about 3 million people buried in it over a period of about 3 thousand years. The cemetery looks across a valley from East Jerusalem to West Jerusalem and is one of the most famous views of the ancient city. Here, a student from the university joined us to be our guide for the day. A brief sandwich lunch and a team photo ended our time for today in Jerusalem.



Aboard the bus (and another 1/2 hour nap later) we were at the Dead Sea. A spectacular site, the sea is bordered by Israel and Jordan, and the Jordanian side is easily seen. Located roughly 1200 feet below sea level, it is the lowest land location on earth, and surrounded by 1000 foot+ bluffs both sides.



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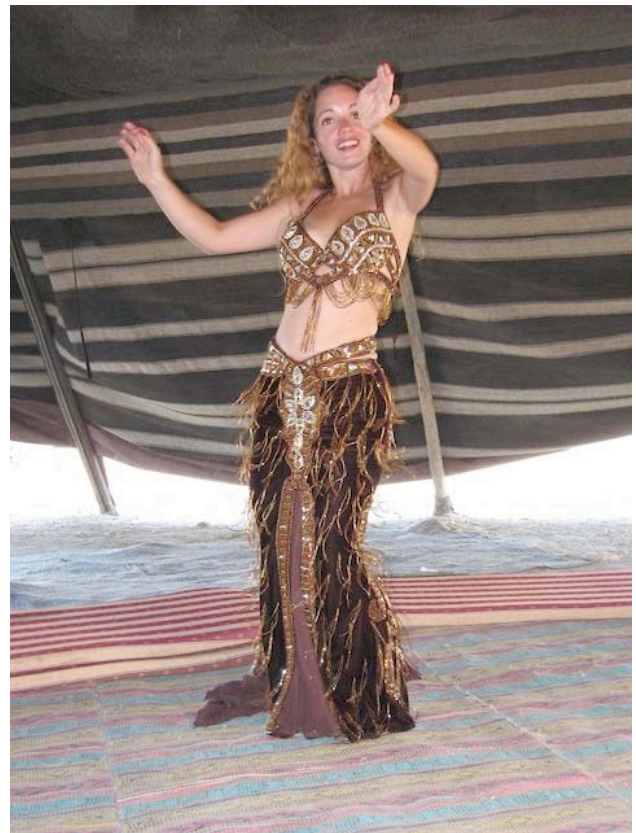
# EVENTS

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Our destination was a military protected camp set above some 1,300 feet above the Dead Sea on the bluffs. The view was truly amazing. At the camp, several huge nomad style desert tents were set up with various entertainment and subjects for shooting the new Aptus AFi cameras and other mounts of Aptus S cameras. One tent had regional musicians playing traditional Middle Eastern and Indian instruments, another had a model shoot featuring the 2001 Miss Israel and a henna painting artist, and the last tent had a belly dancer. An

additional model was on site for outdoor shooting. We were free to test all of the equipment as much as we liked, including the new AFi over the next several hours. I am told that I will be getting a CD with the files I shot, as they were going to be importing all of the images together. I can't wait to see them!



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As the sun set over the desert we were lead to another larger circular tent about 100 feet in diameter with the entire ground covered in rugs. We were treated to a buffet dinner and live entertainment from the musicians until almost 11pm.



From there we drove 1/2 hour to the hotel we were to stay at on the shore of the Dead Sea

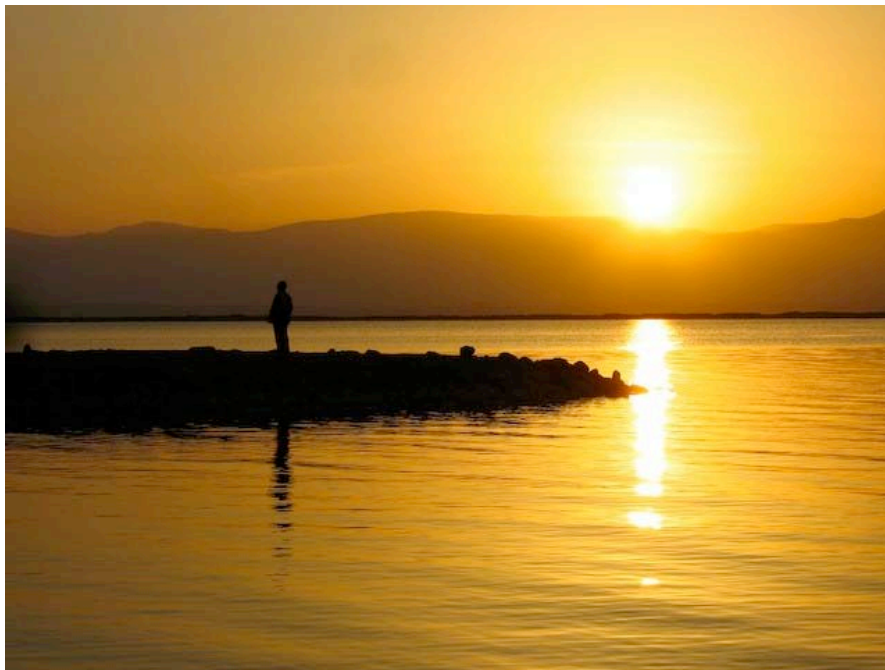




## Global Imaging Trip to Israel

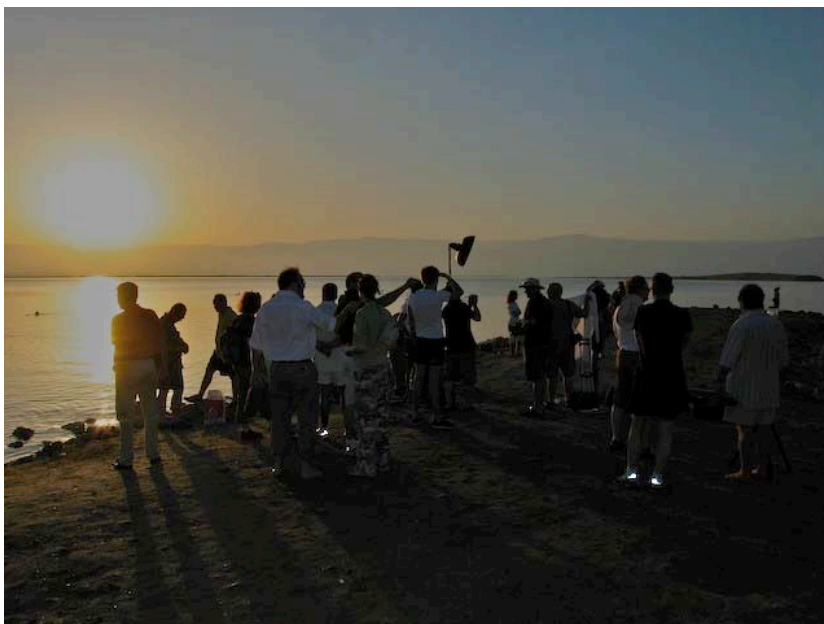
### DAY TWO

Today was a workday with Leaf. Meetings were scheduled all day to cover product updates, customer service (ours and end users) and for information on third party applications.



But all work and no play just won't do... To begin the beautiful day at the Dead Sea, Leaf scheduled a voluntary sunrise photo session at 5:30am on the shore, and a swim at 7am. As I had not checked in until 11:30pm the previous evening and had not gotten to sleep until about 12:30am, I had no intention of attending. As fate would have it, the person in the room next to mine did. At the crack of 5am, I was awakened by an alarm in the next room. Not being able to get back to sleep, I told myself,

"How many Dead Sea sunrises will you have the opportunity to see?"



I was out the door in about 5 minutes with my camera in hand, swim trunks and running shoes on. About 30 people were on the shore chatting, setting up, and discussing various early morning nonsense. I took a bit of a jog down the beach and started shooting around. When I made it back to the group, they had actually set up a model shoot with one of the models from the previous day. Pretty ambitious, and a gorgeous setting!

## Global Imaging Trip to Israel



The desert morning was very still, the water like glass, and the sunrise amazing over the mountains acting as Jordan's border on the West side of the Dead Sea.

By 6:15am, the sun was up and it was time to get in the water. Various

people started to tiptoe in, not really sure what to expect. What an experience! Due to the massive salt content of the sea, it is impossible to sink. Lying on your back you are completely upright, and cannot even get wet up to your neck! Arms in the air like a water polo player, feet still, I could not sink even to my shoulders. I laid on my back and relaxed letting the salt water soak in and paddling idly around. As pleasant as that was, the water is about the foulest tasting stuff you could ever experience. Keeping your face dry is imperative. And should you suffer the accident of getting some spray in your eyes, Heaven help you. The stinging is horrible, but you can't rub your eyes... Keep the eyes shut tight, tear it out...

Invigorated from the swim, and breakfast finished, the meetings started at 9am in the hotel conference room. We recapped the previous day's shoot with the AFi, covered marketing info, and most importantly; we talked about customer service and repairs.

The USA has it, apparently, better than the rest of the world in that we have Leaf service facilities here in the states, so the backs rarely have to go back to the factory. In other countries, dealers tend to be sole distributors and must take on minor repairs themselves or send the equipment to Israel for repair.



## Global Imaging Trip to Israel

Leaf has been working hard to identify common repair points for the Aptus backs, and the new Aptus S backs include a whole new architecture that will undoubtedly be more robust and quicker to service.



We also discussed new Leaf Capture 11 – a whole new build of the workflow software that is part of the Leaf system. The new software includes many features LC 10 did not and is remarkably more stable. See Global's newsletters or ask a Global Rep for more information on this.

*It must be noted that in a strict Kosher hotel, there are certain customs that may conflict with traditional day-long meeting rituals. Mainly, we were not allowed any coffee service in the meeting*

*rooms! The conflict was that coffee service included dairy, and the hotel Rabbi (they had one!) would not allow it. So, imagine a hundred or so people in a conference room ALL DAY, NO COFFEE. It was tough to say the least.*

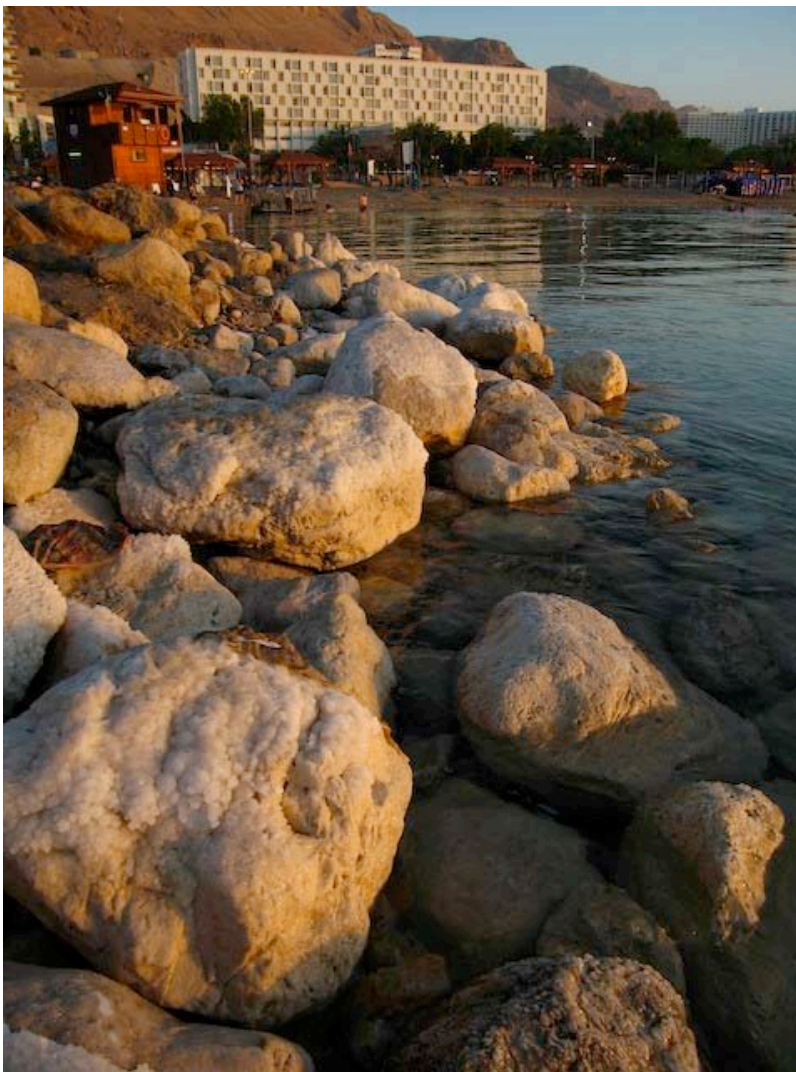
The afternoon was largely dedicated to Leaf's commitment to universal acceptance of their RAW file format. They announced their new SDK (software developer kit) that allows software engineers to integrate the Leaf file format in to other software applications. To date, Leaf RAW files work natively in Adobe Photoshop Raw Converter, Adobe Bridge, Apple Aperture, and Adobe Lightroom. We were treated to an excellent functional run-through of Aperture by Martin XXXXX from Apple.



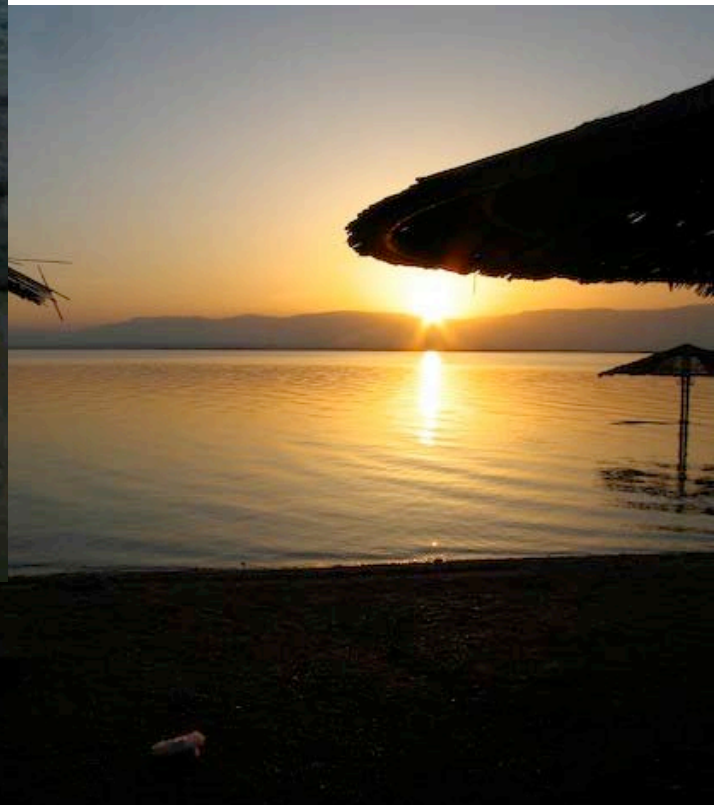


## Global Imaging Trip to Israel

A quick note on Aperture: There are a lot of options for workflow software out there, and I do not pretend to have investigated them all, but I have recently been certified on Aperture. I find it invaluable for quickly sorting, key-wording, and manipulating a large group of photos quickly. I indeed used Aperture to wade through the roughly 400 photos I took on this trip, and it would have been an massive chore in any other application I have used. Aperture made it as quick and easy as I could reasonably expect. If you do a lot of location work, you should check it out. There is a learning curve as with any sophisticated software, so take a class or buy a book.



Meetings completed, were treated to a wonderful buffet dinner poolside in the moonlight. Entertaining us during dinner was a man/woman duo that could only be described as the embodiment of every wedding singer from every movie you have ever seen rolled into these two. They were talented, kitschy and very funny – if not intending to be so! Dinner was followed up (much later - the meals run long here) by a late night moonlight swim in the Dead Sea.





## Global Imaging Trip to Israel

### Day 3

Today Leaf made up for our kosher coffee fast, with no work, and just a tour day in Jerusalem. We were packed and checking out of our hotel on the Dead Sea by 8:30am. Some of us were a bit worse for the for wear, having stayed up a late having active dealer discussions over the excellent Macabee beer (Israeli local brew) and a last late night dip in the Sea. (Had to do it, when were we going to be at the Dead Sea again?) We boarded the buses for the hour or so drive to Jerusalem, which afforded me a nice morning nap session.

Joining us on our journey was a professional guide – a very charismatic and vibrant man claiming to be in his 70s, though he could roughly pass for someone in his 50s. He claimed to be agnostic, and Palestinian by birth, and vowed to give a very accurate objective account of the old city of Jerusalem.

Chosen religious persuasion aside, Jerusalem is absolutely overwhelming. With every step, you are surrounded by thousands of years of history. Despite the history, nowhere is quartered off as a protected attraction – it is a working, busy, densely populated community. While the places we visited were huge tourist attractions, they are still integrated parts of the daily community, with a huge local population frequenting them as a way of life.





## Global Imaging Trip to Israel

Visiting a culture that is so ruled by day-to-day by religious laws and edict was culture shock. (Of three major religions, no less!) This can be seen in what people wear (Orthodox and Hassidic, Islamic cultures), the rules and regulations of certain locations (separation of women and men, hats or head covers on versus off), how food is served, etc. Did I mention the coffee rule from the day before? Signs were in Hebrew first, English second, and then Arabic and Russian.

To describe everything we saw or to show the nearly 200 pictures I took that day are not practical here, so I try to give a few of highlights:

We started with King David's tomb. The site we visited is historically believed and generally accepted to be the actual place of his tomb, though there is some doubt, based on a single line in the Bible that suggests another location. We were required to wear head coverings (hats or yamicas) to see the tomb, and men and women were kept separated by a patrician, as this is the Orthodox tradition.



From there, we visited the actual home purported to be the venue for The Last Supper. Hosted at the time by a family of wealth, the room was very large with a 30ft arched ceiling. (Our host said that there was some historical criticism of the artistic depictions of The Last Supper – the host family would have been present: husband, wife, children and all. Sorry Leonardo, it was still a very nice painting. Everybody's a critic... I blame the art director).

Both of these locations were right outside the huge wall surrounding the Old City. After these two visits, we entered the Old City. Auto access is via very small gates, nothing larger than a midsize car could hope to gain entry. We walked.

## Global Imaging Trip to Israel



Our next stop was the West Wall – often called the Wailing Wall. This is a very famous spot and very significant in the Jewish faith. The Wall's significance dates to the time during the Roman destruction of Jerusalem. The Wall was built to support the sacred Temple Mount, and this section of wall was all that survived, and according to our tour guide the Divine Presence never departed from the site.

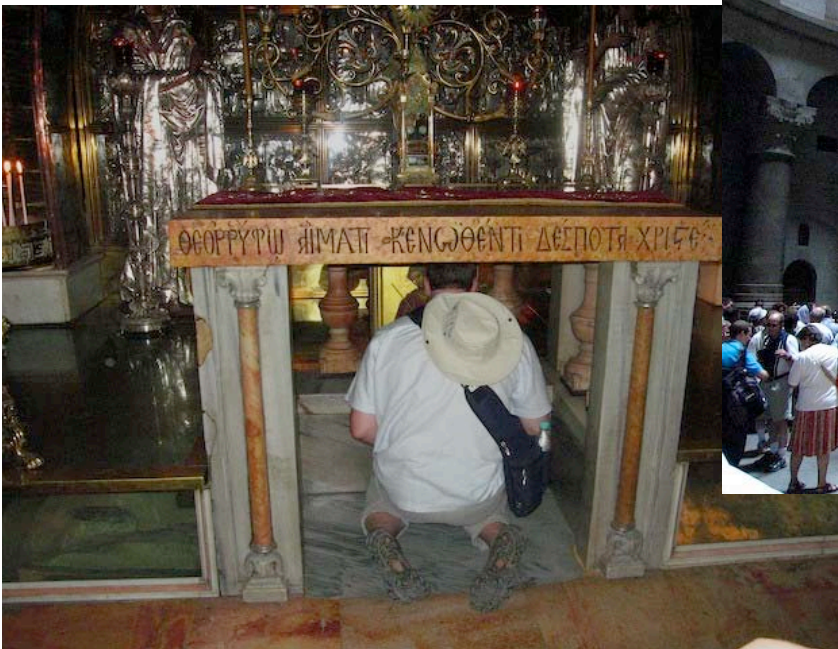
It has been a center of Jewish yearning and memory for more than 2,000 years, and is a symbol of Jewish National Rebirth. It is also recognized as the most visited site in Israel, (I suspect perhaps besides the Tel-Aviv Airport).



## Global Imaging Trip to Israel



From there we moved onward, to The Church of the Holy Sepulchre. I found this to be an amazing leg of the trip, in that the church was built originally by Emperor Constantine as part of an effort to commemorate the life of Jesus Christ. The church lies on the sites of the crucifixion and the burial tomb. The church itself was a wonderful example of architecture, old and new – it has been built, destroyed, rebuilt, added to, etc., throughout the ages. Religious affiliation aside, the historical significance of the site was overwhelming. Visitors can kneel at the actual point where the cross was placed, and view the earth below through very thick glass.



Visitors wearing long pants and sleeves can enter the shrine containing the tomb rock Christ was laid upon (The Holy Sepulchre - The tomb of Christ). It was truly awesome and surreal.

## Global Imaging Trip to Israel

By the time we left the church, it was about 1:00pm. We had not eaten since a very light breakfast, and I was feeling it. If you have not met me in person, I am not a small man and my

240 lb. frame requires a good amount of nourishment. Not yet, apparently. Our guide whisked us (for our safety, we were assured) through the wonderful bizarre markets - very narrow alleys not 10 feet wide, going on for what seemed like a hundred yards. Lined with vendors, anything you could imagine was for sale, from clothes to trinkets to spices



and a lot in-between. It was like being transported back in time. We were not permitted to stop and shop here, however. We were ushered to a neighborhood square then to specifically one shop designated by our tour guide. "This shop is safe, this is the shop you want to be in," we were assured. No telling exactly how much his kickback was, but I did not contribute. The shop had mainly very touristy stuff I had no interest in.

I did, however, purchase some bread from a baker who sold from a cart in the street. It was wonderful, not just because I was famished, but because it was so fresh.

This ended our tour of Jerusalem. We ate, finally, at a site outside of the old town on a hill overlooking the city. We boarded the busses back to Tel Aviv, and took another one-hour nap.





## Global Imaging Trip to Israel

Checking into our original hotel just off the beach, a small group of us agreed to meet to go to dinner after we had settled in. The idea must have spread like a virus, before we knew it, 20 people had assembled. Luckily, Ari Briggs – Leaf World Wide Sales and Marketing Manager, joined us. Being familiar with the area, he led us about 1-1/2 miles down the boardwalk on the coast to Jaffa, an ancient seaside port city with roots (and bricks for that matter) between 2500 and 3500 years old. It is actually mention four times in the Christian Bible and is one of the oldest port cities in the world.



The city now hosts scores of artists, galleries, restaurants and residences, and houses those who practice Jewish, Christian and Muslim religions alike. The walkways through Jaffa are very narrow, due to the all-stone construction of the buildings and archways surrounding them.

We meandered through Jaffa until someone threatened violence if food did not enter the equation. It may have been me, who knows?

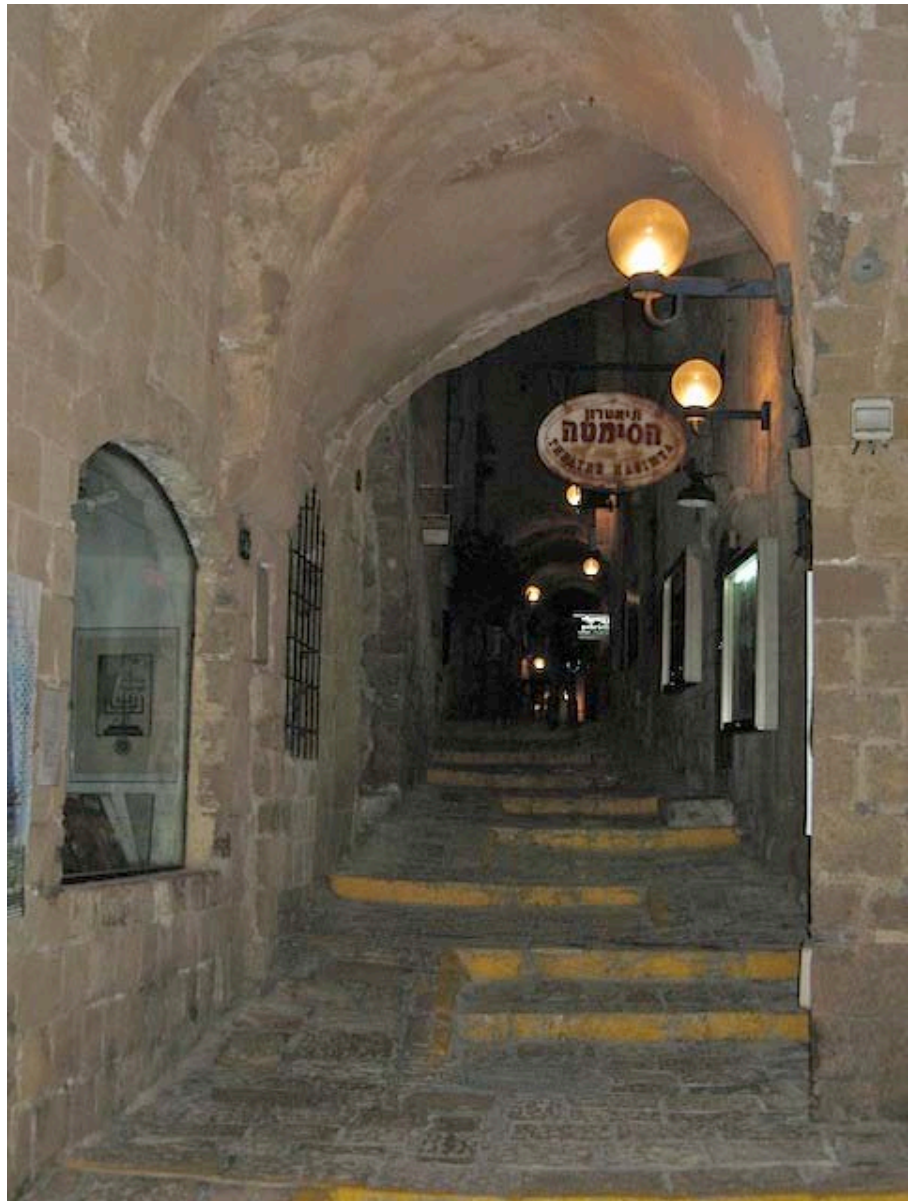


## Global Imaging Trip to Israel

Walking in the dark down to the mildly dodgy fishing boat docks, we expected to see a row of restaurants awaiting our patronage. There was one, so we chose it. From my experience the food in Israel was excellent. Fruit is a major part of the economy, and any of the fruits we take for granted originated from the region, such as oranges. I have never really paid much attention to

Mediterranean food before the trip, but I loved it here. I must have had hummus and bread 2-3 times a day; always served with olive oil in the center, I was constantly craving it. At this particular dinner, we started a variety of salads to share. Salads... what an understatement! We were presented with Pita bread served with dozens of small dishes of sauces, hummus, cheeses, huge plates of cucumber and tomato salads, warm mushroom salads and tapas-style creations to dip the bread in or to cover it with.. After grazing over this for a hour or so, (our

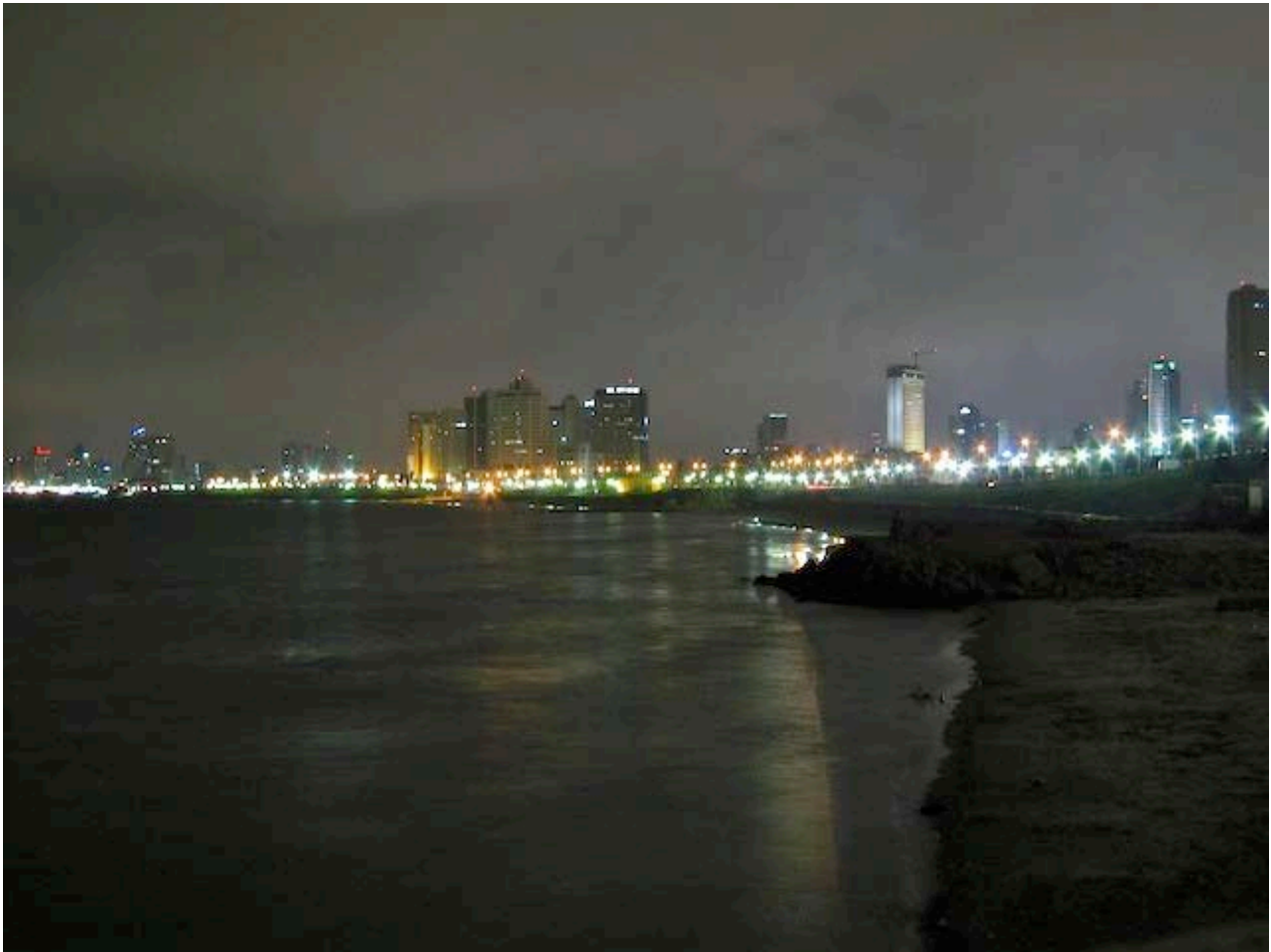
waitress was in no hurry to get us out of there,) we all agreed we were so stuffed we could probably go without an actual entrée. About half of us ordered anyway out of guilt. I had the fresh mussels in a butter and wine sauce – they were excellent. I guess the moral of the story is: if you want good Mediterranean food, going to the Mediterranean is a safe bet.





## Global Imaging Trip to Israel

I will end the coverage of my trip there, as we were due to leave at 8am the next morning to go to the airport. We found out that evening that the airport would be closed down the part of the next day due to pirate radio broadcasts over the air traffic control bands of a Continental 777 that had to land without authorization or guidance from the tower.



I never really considered Israel as a vacation destination before, but now I would go back in a heartbeat. Israel was an incredible experience, and I took about 400 pictures to remember it by. I want to thank Kodak and Leaf America for making it possible. During my time in Israel, I always felt safe, and I thank Leaf for that too.

*Extra photos on following pages...*

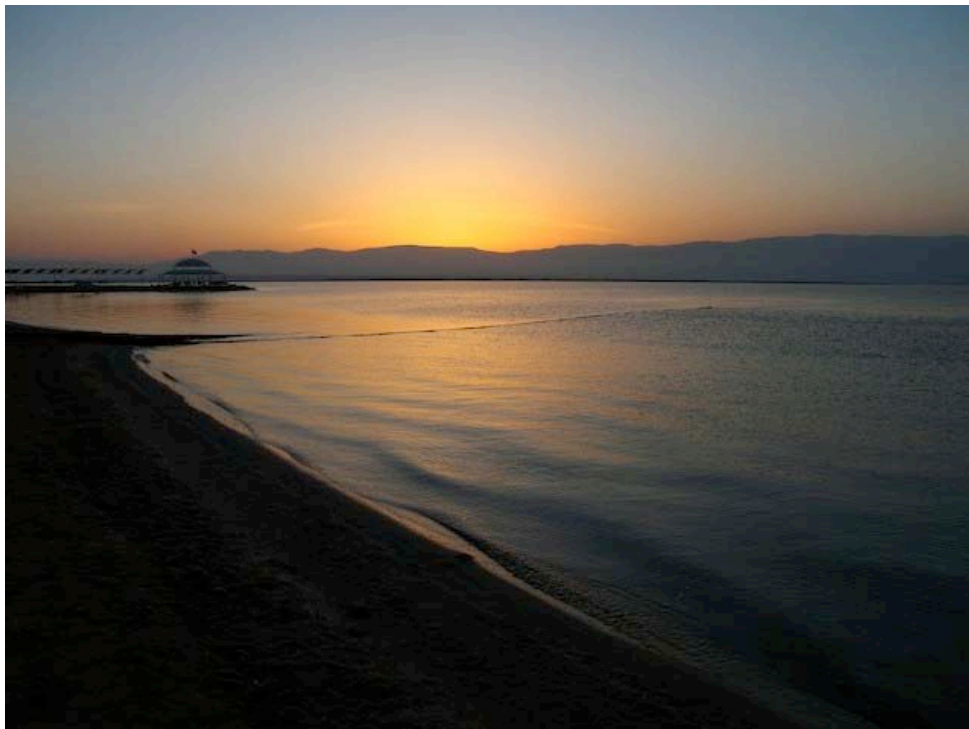
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