



IMPRESSIVE AERIAL PHOTOGRAPHY

‘Big is beautiful’, this also applies to aerial photos. Ralf Spoerer, from Wedel, discovered this quickly and printed his impressive aerial images in A3 format on SIHL MASTERCLASS Lustre Photo Paper 300 lustre 4844. This form of photography is quite literally taking off: first came the action cameras now the drones are conquering new worlds of images.

What seemed impossible a few years ago is reality today: high quality aerial photographs taken from between 20-40 metres above the ground in excellent quality. Previously one had to pay expensive helicopters or light aircraft fitted with large expensive camera equipment to achieve high quality aerial photography. Now these small drones are taking off for individual photo flights with manageable and uncomplicated costs. The newer devices are so small that they can take off from the wrist of the user and can provide sophisticated selfie recordings. However, aerial photography is much more demanding and requires the accurate equipment and Know-How: and thus Ralf Spoerer is not only a professional aerial photographer, he also shares his knowledge in the form of ‘Drone College’ workshops. Many years ago the

former specialist editor of photo technology was flying out on small aircraft to shoot photographs from the birds’ eye perspective for local newspapers. After the prices of the newer flying machines, commonly referred to as drones, sank dramatically about two years ago, the photographer Spoerer got onboard with a Phantom 2 Vision. Thanks to the RTF concept (ready to fly) he is now able to control four small drones and two larger Hexa-copters ‘straight from the box’. High power Lithium-polymer batteries allow flight times of around 15 minutes and with the help of an integrated GPS system they can be flown to the exact position required. The drones are fitted with a so-called Gimbal, the mount upon which the camera sits, allowing the camera to move along multiple axes by remote control compensating the movement of the drone: hence hindering the movement of the camera to allow focused pictures. Photographs shot by the camera are then sent by radio directly to the screen of the pilot, allowing the photographer to measure exact perspective, distance and cut. Flying permits and a private insurance are a must with professional drone photography.

Quality that persuades

„It is often the case that the customer is not sure whether they like aerial photographs. So in order to convince them of their quality I provide them with a sample shot, which I print, without borders, on **SIHL MASTERCLASS Lustre Photo Paper 300** in A3 size. This is all it takes to convince the customer,“ says the busy Ralf Spoerer, who comes from the north of Germany, emphasising that the inkjet prints have been a door-opener for his business. More often than not, no further persuasion is needed than this, because the customers like the prints so much that they often order additional prints.

Excellent print quality and a pleasant feel

It is not without reason that Ralf Spoerer uses **SIHL MASTERCLASS Lustre Photo Paper 300** in his Epson SureColor P600 printer: „I come from the printing branch and therefore have a pretty good feel for paper. I like the print quality and the appearance that Sihl papers from the *Silk & Satin series* very much. It is easy to process, gives excellent print and feels good too.“ **The SIHL MASTERCLASS Lustre Photo Paper 300** is insensitive to fingerprints and has a high performance, semi-gloss surface. This makes it ideal for all presentation areas where the print will be passed through many hands. With its micro porous coating, the paper achieves best values – among others detail reproduction, which is very important in aerial photography. “Customers want to be able to recognise certain things that are only available with the unusual aerial perspective. The images are meant to arouse curiosity bringing amazement to the viewer“, explains Ralf Spoerer. For him the high quality of the entire imaging process is important: “We mainly use cameras with 24 and 36 Megapixel sensors and for videoing we use 4K devices. All edits are done using Lightroom or Photoshop, mostly from the raw files. Due to data protection and the right of publicity we sometimes have to remove people who have been caught in the shots. And the correct colour profile helps ensure excellent printing. Then perfect prints are just a click away. Using **SIHL MASTERCLASS Lustre Photo Paper 300** for the first time resulted in perfect prints whereby no further persuasion was necessary. He and other photographers are impressed by the perfect grey balance value and the wide colour gamut. Alongside the high maximum ink density excellent detail in shaded areas is possible, resulting in superb highlight definition with harmonious tone gradation.

For all his work, Ralf Spoerer uses professional equipment and material in order to achieve the optimal quality. Sihl papers will keep him on the safe side, allowing his young company a dynamic environment with a special profile.



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Irina Hoffmann – Video & Assistant

Irina Hoffmann studied Digital Film and VFX at the SAE Institute in Hamburg. In the Copter College she is responsible for video production, post production and the organisation of the workshops. She is also controls the remote of the drone camera, when they are videoing for customers.

Ralf Spoerer – Copter & photo

Ralf Spoerer is responsible for consultations, workshops and the organisation of the Copter College. For more 15 years he has been testing digital cameras and knows the market like no other. Since 2013 he has been testing and flying various multi-copters. He controls the drones during commissioned flights.

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