

# Photo Talk



A newsletter of photographic trends and the world through these eyes.

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**W**elcome to another in an occasional series of newsletters

from Dwight Cendrowski, corporate, agency and editorial photographer since 1978.

Winter in Detroit means the North American International Auto Show, where automakers from around the world strut their stuff. I photographed this January 2006 and have stock images from the show. Contact me to view all those photos.

February also brought the NFL's Super Bowl XL to Detroit, along with all the attendant hoopla. Read about my photography for Cendant Car Rental Group at right. I also handled promotional photography and video for two companies at last summer's baseball All-star game, and before that worked for DaimlerChrysler at the Ryder Cup at Oakland Hills. If it's happening in Detroit, give me a call.

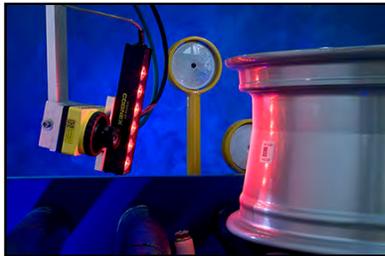


As always you can view more samples of my work at my website: [www.cendrowski.com](http://www.cendrowski.com)

## Esys Photography

Esys develops tire pressure monitoring and conveying control systems in Auburn Hills, Michigan.

To illustrate their company we highlighted the tire systems, using multiple, direct lighting to bring out texture and form in tires and largely black equipment



Using painted backdrops we were able to isolate various testing and calibrating machines to better focus on the equipment. And of course people are the lifeblood of any company, so management and workers were brought into the mix.

To accommodate an Esys open house for customers, we arrived at 6:00 a.m. on a wintery day in order to wrap up before 1:00 p.m., when the first visitors were expected. We hit the deadline and were able to cover everything on the shot list.



## Super Bowl XL • Hot in Detroit

The Super Bowl always generates a lot of heat, and every degree was needed February 5 in Detroit. Many companies geared up for this behemoth event, including Cendant Car Rental Group. They wanted to showcase the Avis and Budget Super Bowl preparations for company magazines for each rental company.

So in December we decked the rental facilities at Detroit's Metro Airport with Super Bowl signage and set out to have some fun. Employees got right



into the swing, donning jerseys and helmets, and tossing footballs around. We shot at the rental counter, as well as behind the scenes in the garage and telephone hotline area.

If you will be handling

photography for any events or activities in Michigan in 2006, I'm ready to help out. And that includes full digital video services. Pull on your long-johns and contact me at 734 971-3107 to discuss all your photo needs.



Dwight Cendrowski Photography LLC

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