

Interview with Hubert Lacour

**President of Dyron, Underwater Imaging Products
Bordeaux, France.**

By Sim Chee Ghee



SIM: Bonjour Monsier Lacour!

HL: Hello SIM.

SIM: What's the prognosis for this year's young Bordeaux? Good year?

HL: Should be a very good year. I'll put a bottle aside for you!

SIM: Dyron specialises in underwater camera accessories, it seems that you do a lot of research to come up with niche market products to cover the shortcomings of underwater housing manufacturers. Would you say that manufacturers should improve on accessory products?

HL: Dyron's aim is to manufacture "intelligent" underwater products. Most of the manufacturers never have really been underwater or are not

divers and don't really know the needs of underwater photographers. Dyron aims to fill these needs.

SIM: Can you highlight some Dyron products?

HL: All Dyron's products are innovative, creative and quality. Our fisheyes are real Fisheyes that allows to obtain a 180° shot underwater, and with it's perfect hemispherical dome, allows taking pictures without any aberrations or blurred sides and the definition is exceptional.

The fisheyes allow full zoom through



to infinity, allow switching from a round picture to the 160° ultra wide angle or 100° wide angle and in between. From now on, you will be able to take over/under pictures, which used to be impossible.

Our lenses are innovative as they are the only ones in the world to offer no vignetting at all on Ikelite housings for example (DY.46WA24) 100% of the picture is available.

Short Port M67 for Ikelite Housing G10/SX200 is unique on the worldwide market.

Fisheyes for Patima's Housings are also unique worldwide.

SIM: You have the 45 degree viewfinder for DSLR housings and it's detachable underwater. Please tell us more about it..

HL: The Dyron view finder 45° is the only one of the world which is removable under water - for travel it's perfect.

You put it on Sea-Sea, Ikelite, Aquatica housing directly on the existing view finder.

This is our best success of year 2008.



SIM: Some of the products you carry, I've been looking all over for them and I'm sure many others as well. Where do you get your ideas to invent such products, from taking underwater photos yourself perhaps?

HL: My own experience and my own needs. I realized that some of the products available on the market were not meeting my real need so I just decided to fix it.

SIM: Do share with us the history of Dyron. When did it all start? Were you tired of looking for an accessory you couldn't find anywhere and started making your own?

HL: Started in my garage from passion and then it started to grow and grow and now we are a team on 5 people.

Ideas just kept coming in, and Dyron was born

SIM: What does the name Dyron stand for and where did it came from?

HL: We wanted a name that sounded 'high def' and serious. Dyron does that for us.





Sim: What is the production capacity?

HL: Big distribution as well as special orders.

Sim: Does Dyron participate in dive shows? When and where is your next one?

HL: The next participation of Dyron will be the DEMA in Orlando, Paris Diving show and The Boot in Germany.



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Sim: Where can one buy Dyron products?

HL: Nederland, Australia, Germany, NZ, Poland, UK, Italy, Malaysia, Spain, Sweden, USA and Japan . We also have a dealer's listing on our trilingual website.

Sim: Does Dyron offer any warranties?

HL: Most of our products have a 5 years warranty.

Sim: How do you see the future of underwater imaging? Camera manufacturers are merging photography and videography, DSLR is going full frame and doing video, etc

HL: It is impossible to answer this question today. Personally I think that those 3 segments, compact and video have about a good 10 years in front of them.

Sim: When do you think the Megapixel war will end? Gigapixels on a Canon Ixus perhaps?

HL: In about a year or two at the most.

Sim: Any new products planned?

HL: Always !!!! and many ideas are being "explored" like carbon float arm system, new fisheyes with crystal domes, Quantum Macro lens....and more.

Sim: Are you more of a macro photographer or do you prefer wideangle?

HL: Personally, I prefer the fisheyes, followed closely by the wide angle. The macro lens is limited but the macro lens Asian market is a interesting market for us and on which we are going to work especially during 2010 by developing even better unique products

Sim: Merci bien for this interview!

HL: You are welcome. It was a pleasure !!

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Digital cameras have opened up new possibilities to underwater photographers. For available light photography manual white balance is an invaluable tool for restoring colours. But when you use it without a filter you are not making the most of the technique. You're doing all the hard work without reaping the full rewards.

These three photos are all taken of the same wreck in the Red Sea. The left hand image was taken on slide film, which rendered the scene completely blue. The middle image is taken with a digital SLR without a filter, using manual white balance. The white balance has brought out some of the colour of the wreck, but it has also sucked all the blue out of the water behind the wreck, making it almost grey. The right hand image is taken with the same digital camera and lens, but this time using an original Magic Filter. The filter attenuates blue light meaning that the colours of the wreck are brought out and it stands out from the background water, which is recorded as an accurate blue.

www.magic-filters.com