

BEST OF NEW YORK



The store's method of buying used equipment is a study in simplicity.

We deal with thousands of people all over the world who send us their cameras or other equipment, says Gold. We evaluate it and make them an offer. If they like it, we send them a check. If not, we send the item back and pay for the shipping.

All used equipment can be returned in 14 days, no questions asked, and it comes with a full 100-day warranty. Extended warranties are also available.

In addition to its extensive selection of used equipment, Adorama offers new cameras and underwater cameras, a rental department, a mail-order operation, a complete lab and studios for rent.

With so many people flocking to the latest digital cameras, it might seem that 35 mm, medium-format and large-format film cameras are destined to go the way of the dinosaurs.

Not so, says Adorama's director of marketing, Jerry Deutsch.

There are a lot of guys out there who do not want to switch to digital, says Deutsch. For example, if you photograph a bride in a white gown on a white backdrop, digital will not differentiate those two whites as well as film.

Also, adds Gold, many people have considerable amounts invested in their film equipment and find it more economical to upgrade than to switch to digital.

Whatever their preference or their needs, they're sure to find it at Adorama. A basic Canon AE-1 35mm camera with lens, ideal for a novice, is just \$150. A more sophisticated Mamiya 645 medium format, with body, prism and lens, is \$350. For those hunting a bargain on the latest technology, a demo Nikon Coolpix 2100 digital camera, still in the box, is available for \$99.

Basically, says Gold, it's a happy-happy situation. So many people are happy to unload their old equipment. So many others want to save money instead of buying a new item.

Deals that click

For these sellers of used camera equipment, the focus is on value

BY BILL MORRIS

The business started as a trickle - a few Leica cameras bought in Germany after World War II, then shipped to New York for resale. Though small, the business prospered and grew.

Today it's called Adorama Camera, and it has become a magnet for photographers from all over the world, amateurs and professionals alike, who want to buy new equipment, sell their old stuff or find a bargain on a used camera.

Jack Gold, the soft-spoken, 32-year-old manager of Adorama's used department, waves at the bustling shop and says, We offer everything a photographer could dream of. People come here not because the store is so glorious, but for the personal touch.

And the personal touch is just what they get. The store has more than 25,000 used items in stock - from collectible vintage cameras to recent digital models and video cameras, plus all the accessories - and the sales staff is able to match customers precisely with the equipment they need.

The name of our game is customer satisfaction, says Gold. We would never undervalue a customer or his equipment, and we only sell a customer what he needs.

TOP RATED

Adorama Camera

ADORAMA CAMERA

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