

common lay people. Today, all it takes is an instant - to shoot a great nature shot or new story, plug it into a notebook and transmit it anywhere on the world through the web. This efficacy calls for a hi-tech assembly of digital tools, equipment and imaging devices, which are now easily available to the image maker. The digital option offers them - a wider choice of imaging tools and devices, a quicker, non-film based output and of course, the unmatched convenience of easily adapting the equipment to suit one's individual needs. What's more important is that while digital imaging options are a boon to enthusiastic newbies who want to try their hand at some marvellous imagery, it allows a very simple transition for professionals who have practiced traditional media in the past. that last forever.