

Award winning online photography magazine relaunches leading lens site

Magezine Publishing Ltd, the team behind popular online photography magazine ePHOTOzine, is proud to announce the relaunch of **photodo.com**.

Since its inception, Photodo has been considered the world's leading lens test website by imaging professionals. Providing accurate, scientific data on the performance of camera lenses, the site has established itself as an invaluable point of reference for anybody seeking this kind of information.

Pioneered by Swedish photographic journalist Lars Kjellberg in 1998, the site quickly gained the respect of the photographic industry for the accuracy of its MTF lens test data. Before long, the site was receiving in excess of 60,000 unique visitors per month and being linked to from a number of high profile photographic websites. Kjellberg moved on to pursue other projects in 2000, leaving behind a thriving photographic resource with a database covering almost 1,000 lenses. Ownership of the site was soon picked up by Magezine Publishing Ltd.

"We could see it was a great opportunity to expand on our portfolio of photographic sites," says MPL Managing Director Peter Bargh. "With SLR sales rising and digital technology becoming increasingly affordable, there's more of a need than ever for a consumer site that helps lens buyers".

"There are a wealth of lenses available and some of the jargon can be confusing. With the new Photodo site we're aiming to combine the exhaustive data from Lars' tests with a number of buyers' guides, easy-to-understand information about lenses and a new, fresher, user interface". "Users will be able to leave their own reviews and ratings of lenses and discuss which subjects the lens is best suited for. We've found the community based approach very successful with ePHOTOzine, our online photography magazine, and we're hoping for a similarly enthusiastic response to the new look Photodo".

Magezine Publishing Ltd's team of in-house developers have completely revamped the site, porting the old data into a new database and building a clean, modern front-end for users to browse and search the site.

Popular lenses produced since the original data was compiled have been added to the system and the relaunched site will contain information about lenses new and old for medium-format, 35mm and APS cameras.

About Magezine Publishing Ltd

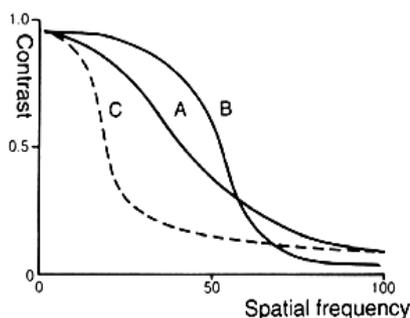
MPL is an online publishing company based near Worksop in Nottinghamshire, UK. The company was formed in October 2000 by Peter Bargh, launch editor of EMAP's *Digital PhotoFX* (now Digital Photo) and former editor of *Buying Cameras* magazines. He is also author of the books '*Teach Yourself Digital Photography*' and '*Photoshop CS A to Z*.' ePHOTOzine is MPL's main product. It is the UK's most popular online photography website (and the best, [according to Web User magazine!](#)) with over 270,000 unique visitors every month. ePHOTOzine celebrated its fifth birthday in February 2006.

About MTF lens testing

MTF stands for Modular Transfer Function. It is one method of evaluating lens performance based on contrast ratio. The MTF indicates how well the lens can reproduce a likeness of a subject on film, expressed as a frequency characteristic. Normally, a low spatial frequency indicates good contrast and a high spatial frequency indicates good resolving power.

Sample MTF

- A: Indicates good resolving power and good contrast.
- B: Indicates good contrast but poor resolving power.
- C: Indicates good resolving power but poor contrast.



FOR FURTHER INFORMATION

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