

# Shooter Profile



## Jeff Donnelly

**His work may be microscopic, but his talent is anything but.**

Jeff Donnelly makes creating incredibly sharp detailed microscopy images look easy. We attribute this to his photographic talents and his ability to get the most out of any precision tool. Jeff credits Digital Transitions with his successful adaptation of the 31.6 megapixel Phase One P 30 to his microscope.

And why would he want to do such a thing with the Phase One P 30? Well, Donnelly photographs minute samples of food, flavoring, and fragrance encapsulations for his company, Firmenich Inc. Firmenich products reside in many of the goods we use on a regular basis, so it follows that they are a meticulous crew that intensely monitors all production processes. Donnelly, therefore, is acutely aware of the trust that is placed in his work. The amazing clarity of his Phase One P 30 micro images is a testament to his superior level of diligence as well as to his sense of responsibility.

The majority of Jeff's digital images are used for research and development, and quality control. However, on occasion, external customers bring food samples to Firmenich Inc. to help identify external contaminants. Similar to a detective who requires sharp fingerprints to ID a suspect, Jeff's company needs images that attempt to identify and track down the source of foreign substances. Fortunately, the P 30's image quality fully supports such a critical mission.

Graduating from film years ago, Jeff embraced digital imaging with a digital SLR, then opted for a major upgrade to a Phase One P 30. When asked what he expected to gain by transitioning to the P 30 in the precision world of microscopy, Jeff told us that "full control...not just more pixels, but more high quality pixels" is paramount.

**"My decision to go with Digital Transitions was more than just the system, it was the desire to be sure that if there was an issue, I could speak with someone quickly..."**



*Spray dried flavor plated with other flavor ingredients magnified at ten times.*

Both images on this page are protein based capsules containing flavor magnified at 25 times.



*Jeff shared with us the benefits of using the Phase One P 30 on his microscope. "The quality we achieve with the extra 'pixel meat' from the P 30 back, along with Helicon Focus software, greatly enhances depth of field. The extra pixels leave you with a frame of reference for a tight, zoomed-in view without degrading the image."*

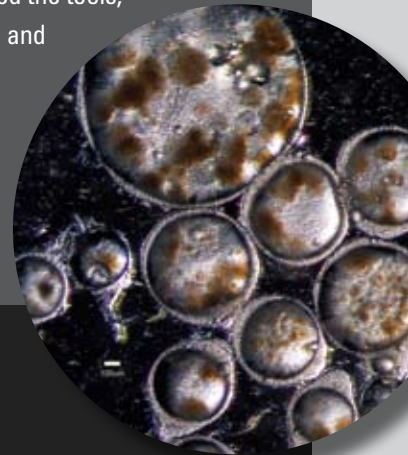
In short, Digital Transitions supported Jeff Donnelly's microphotographic goal to dramatically enlarge specific portions of an image, with the "zoomed-in" portion retaining the clear data necessary for accurate critical analysis and evaluation.

Also, while having a clean overview shot is very important, the deeper zoom capability while still in the original shot provides context for viewing the magnified portion of the shot, and lends itself to viewing flexibility. What impact has this had within Firmenich Inc.? "Management has noticed an improvement in the quality of the images and the capability to get the shot that will depict a particular feature of interest on a specimen."

Given his experience, what advice would Jeff have for other photographers who are considering buying a high-end digital system? "Do it. You'll see the difference immediately." Jeff also pointed out that his decision to go with Digital Transitions was a result of needing improved image quality of the capture system, as well a desire to "be sure that if there was a problem, I could speak with someone who could solve any potential issue – big or small."

Jeff's talent and experience helps to mitigate problems. And that talent is inherent: In the forties his mother owned and operated a successful studio, so when he began shooting film as youngster, his mother was an invaluable mentor. "I always have her voice in my ear." No doubt his mother would be proud of her son, a photographer who affords us a look into the world that we normally could not see. The Digital Transitions Team is indeed flattered that Donnelly credits them with enabling his digital imaging success. But, truth be told, they simply provided the tools, training and support. It's Jeff Donnelly who maintains the eye and the talent to create intriguing images that artistically convey important information.

Donnelly is part scientist, part artist – a renaissance man of sorts. Considering his history and expertise, Digital Transitions has an exciting question for Donnelly: "What's next, Jeff?"



**"Do it.  
You'll see  
the difference  
immediately."**

**PHOTOGRAPHER** Jeff Donnelly  
**HARDWARE** Phase One P 30  
Nikon Elipse E400 with  
Hoffman Modulation Contrast  
Dual Fiberoptic Lightguide  
Halogen Source  
Hasselblad H2  
Kapture Group's Sliding Back  
**SOFTWARE** Capture One PRO  
Helicon Focus

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