

# Shooter Profile



## David Westphal

**Starting young is not always a guarantee of success.** But when David Westphal got his first camera at the age of 10, it ignited a passion in photography that continues even today. As a military kid, David traveled the world – first being mesmerized by – then learning to shoot the castles and cathedrals throughout Europe. In college, David sharpened his photographic skills and then went on to tremendous professional success – a long way from that Kodak Instamatic 126 all those years ago.

An insight into David's passion is embodied in his own words: "I would like people to view my work and see not just a photo, but a place that has a sense, a texture and a story, to have an experience and a response – ideally one based in emotion." We believe David achieved just that, and he creates those experiences digitally.



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At the onset of the digital proliferation, David immediately understood shooting digitally would enhance his photography and his business. And, because he had some experience, he already knew the quality of Phase One. But David still had to make sure that he partnered with the right dealer – one that would provide



excellent customer service and reliable technical support. He found both at Digital Transitions.

Digital Transitions ensured David a fast return on his investment by developing a cost-effective digital imaging package based on his concerns and objectives. "The cost of film and processing has essentially been rolled into the digital equipment. So in a literal sense, the equipment has paid for itself," he says. Shooting digitally also enables tighter production timelines – freeing up time for additional projects.

The system that Digital Transitions recommended helped David become much more efficient in the production process – from capture to post to final image



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and delivery. And, equally important, it has enabled David an exponential expansion of creative possibilities. He now has the ability to shoot with minimal expenses and composite quickly on the fly, allowing for flexibility and a quick turnaround time that film cannot support.

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We asked David if working with Digital Transitions has exceeded his expectations. He was kind enough to share, “My experience with Digital Transitions has been extremely positive from the very first phone call. For any photographer looking for a digital solution, I would recommend Digital Transitions without hesitation.”

All Photos: David Westphal

PHOTOGRAPHER *David Westphal*  
STYLE *Commercial, Landscape*  
HARDWARE *Phase One P 45+  
Hasselblad H2  
ALPA 12 SWA*  
SOFTWARE *Capture One PRO*  
CONTACT *David Westphal Photography  
827 Cresthaven Dr.  
Los Angeles, CA 90042  
(323) 377-7061  
david@westphalphotography.com  
www.westphalphotography.com*



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