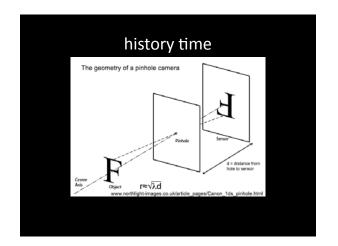
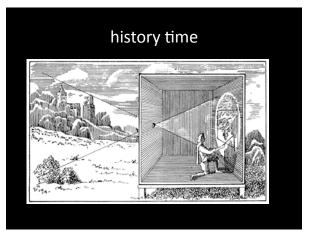
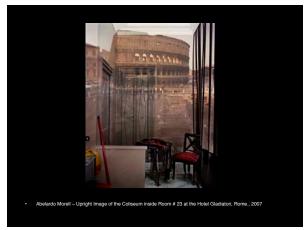
photography!

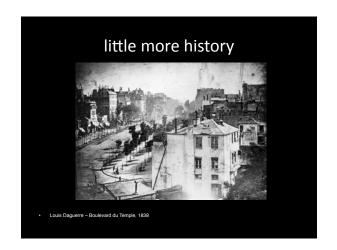








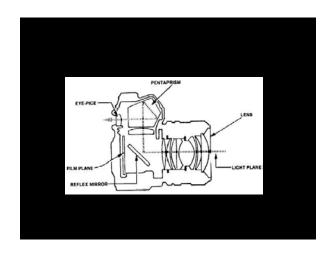


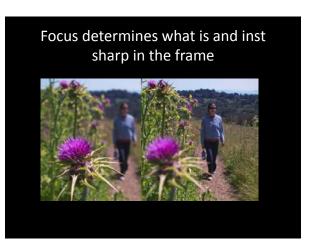


little more history



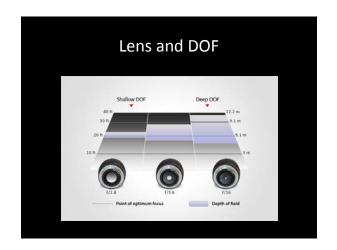














prime

 Quality – Since prime lenses are dedicated single-focal length lenses, they tend to be more powerful than zoom lenses that offer the same focal length. A zoom lens that offers 3 different focal lengths, for example, will not be as powerful or as reliable as 3 separate prime lenses.

prime

 Price – A single prime lens is always going to be cheaper than a zoom lens that offers several different focal lengths, because prime lenses have lower manufacturing costs than zoom lenses..

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 Speed – Image-capture is faster for prime lenses and slightly slower for zoom lenses due to their increased complexity. This is quickly changing, however, as zoom lenses improve.

prime

 Weight – One of the most common arguments is that a single prime lens will always weigh less than a single zoom lens. Zoom lenses are thicker, longer, and bulkier than prime lenses.

zoom

 Portability – A counterargument to the weight argument is that multiple prime lenses will always weigh more than a single zoom lens. Not only will multiple prime lenses weigh more – they'll also be more difficult to carry around.

zoom

 One-time Payment – Similarly, 3 dedicated prime lenses are going to cost more than a single zoom lens that offers the same 3 focal lengths. A photographer that wants the same flexibility in prime lenses will have to pay more upfront.

zoom

 Flexibility – The most compelling reason to buy a zoom lens is because it saves time and effort. Instead of switching between prime lenses mid-shoot, a photographer using a zoom lens can make quick adjustments on the fly.

zoom

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