


WELCOME

WE  
WANT TO  
BE YOUR  
IMAGING  
STORE

We put  
our focus



on you.



## Real camera people, not pushy salespeople.

We take a personal interest in you and your imaging goals and expectations. Unlike big-box stores and online resellers, we take the time to find out about your level of picture-taking comfort, interest and expertise.

When you buy at Bergen County Camera (BCC), you're assured of:

- ▣ getting the right equipment
- ▣ knowing how to use it
- ▣ having a reliable resource — a real camera person — when questions arise

You'll agree, it's far better to click with an expert at BCC than to have regrets because you clicked "buy now."

## The greater the value, the less you pay in the long run.

Here at Bergen County Camera, our only business is your picture-taking pleasure. We respect our customers and their time and budget. For that reason, we offer only the best-quality brands for your imaging needs. And we service and support everything we sell.


So you'll never have an unfortunate experience after getting a "bargain" that turns bad. Instead, you'll enjoy the welcome feeling that comes from your relationship with the region's imaging quality/value leader: Bergen County Camera.



## Digital savvy, plus analog compassion.

Ever since photography became imaging, and film became 1's and 0's, relationships between people and their cameras have been challenging. BCC professionals simplify your life with a full array of digital services and support — delivered with old-fashioned patience and humor.

PixTechs™ digital imaging experts from Bergen County Camera will even optimize your home or office computer setup, train you on imaging software, and teach you easy ways to store, sort, send, tweak, save and print your photos.



## You could learn a thing or two from us.

Our classes, seminars, photo tours and special events can open your eyes to new, different and wonderful imaging experiences. Come feed your head; who knows where it — and Bergen County Camera — will take you.

We never stop listening and learning, whether it's new technology and equipment, the wisdom of professionals who shop here, or the feedback of our customers. That's why we've been the region's premiere imaging store since 1980.



## Gallery 270: Collectable photos are affordable art.

In the Gallery Two Seventy area of our store, you'll always find an exhibition of exquisite, collectable images, often in stunning, limited-edition prints, and available framed or unframed. Plus limited-edition books and monographs, many autographed.

Some of our photographers are well known, others up-and-coming. All are certain to renew your appreciation of the art of photography, and of the store that appreciates the art of every image. Learn more at [GalleryTwoSeventy.com](http://GalleryTwoSeventy.com)



## Outstanding value and dependable quality in all we do.

### DIRECTORY OF SERVICES, PRODUCTS AND RESOURCES

- Cameras, lenses and accessories
- Print processing:  
digital uploads, self-serve kiosks, film
- PixTechs™ digital imaging experts make house calls!
- Image scanning, retouching and restoration
- Repairs to cameras, lenses & video equipment
- Classes for all levels of skill, experience, interest
- Passport photos
- Binoculars, telescopes, tripods, cases & bags, flashes & lighting
- Antique, collectible and used equipment
- Albums and frames
- Gallery Two Seventy collectible photographic art
- Video and movie transfers to DVD

*The complete list of our offerings goes on and on. Please visit our store or [BergenCountyCamera.com](http://BergenCountyCamera.com) for further details.*



## Don't just take our word for it.

We're not boastful types, but we surely are flattered when people praise us. Below are a few brief excerpts from unsolicited customer mail. For more, visit [www.BergenCountyCamera.com](http://www.BergenCountyCamera.com) and click "testimonials."

"I am a reasonably demanding consumer and was simply delighted with my experience at your store."

—*RB, New York, NY*

"I would like to thank you for making the experience of buying a camera fun!"

—*CJL, Westwood, NJ*

"Having been used to the rushed, discourteous 'service' at a large New York City photographic department store, I was immediately struck not only by how you thoughtfully and fully answered all my questions, but the care you took to make sure the product discussed would meet my specific needs."

—*NB, Bronx, NY*

"I always try to choose to deal with people, stores or services that really care and their primary objective is quality and customer service. Bergen County Camera stands out as a representation of such a description."

—*RL, Ridgewood, NJ*

"I now know why I chose Bergen County Camera: knowledgeable personnel, solid foundation, admirable sales philosophy, assurance that there's tangible help available if needed, competitive pricing, top brand names. I was smart & didn't realize it. LOL."

—*CM, Wyckoff, NJ*

