**The Switch**

The concept behind the switch is to showcase the stories of professional and regular people who switched from one system or product to another (Canon to Sony, DSLR to iPhone, iPhone to Android). The first round will be to create a blog site similar to Explorer that stands on it’s own and contain stories from 8 to 12 professionals who describe their experience in switching systems. They will talk of why they switched, the pros and cons of switching, how the items in one system can be replaced with other items in another system. At the bottom of each article will be a comment section for customers to discuss. Eventually as it grows we ask consumers to submit their stories of switching.

**The Goals**

1. Provide customers with the knowledge to change from one system to another with confidence.
2. Give customers a voice to explain how and why they switched
3. Increase traffic to the site with discussions known to be controversial and generate interest throughout the web.

**An Example**

Switching form Canon DSLR to Sony Mirrorless.

Many customers have switched from Canon to Sony Mirrorless camera system for a variety of reasons.

*Pros:*

1. Sony has better video recording abilities, from 1080p Canon to 4k Sony.
2. Sony has a higher megapixel count
3. With a Mirrorless camera, what you see on the back of the LCD or the viewfinder is what you get when you take a photo.
4. All Canon lenses can be easily used on Sony with an adapter and still autofocus.
5. Almost any lens ever made can be adapted to the Sony cameras.
6. Great dynamic range

*Cons:*

1. Short battery life
2. Autofocus not as fast
3. Not as many lenses or accessories as Canon

**Examples of articles from other sites:**

<http://thephotofundamentalist.com/?p=117>

<http://shuttermuse.com/mirrorless-vs-dslr-why-switch-canon-to-sony/>

<https://www.youtube.com/watch?v=CsVF5GlebtI>

<http://ilovehatephoto.com/tag/pros-switching-from-canon-to-sony/>

<http://www.diyphotography.net/one-photographers-perspective-on-moving-from-canon-to-sony/>

<http://asildaphotography.com/sony-a7r-review-switching-from-canon-to-sony>

<http://www.stuckincustoms.com/2013/07/04/sony-nex-review-nikon-vs/>

**Photographers who made the switch:**

[Thomas Stanworth](http://thephotofundamentalist.com/)

[Trey Ratcliff](https://500px.com/TreyRatcliff)

[Serge Ramelli](https://www.youtube.com/user/cmoeu)

[Michael Shainblum](http://www.shainblumphoto.com/)

[Brian Smith](http://briansmith.com/photography/)

[David Mclain](http://www.davidmclain.com/)

[Jason Lanier](http://www.jasonlanier.com/)

[Gary Fong](http://www.garyfong.com/)

[Will Chao](http://willchaophotography.com/)

[Edward T.](http://www.modelmayhem.com/3428217)å

[Christian Marcel](https://www.flickr.com/photos/idealuz_photography/)

**Ideas for products or systems that people switch**

**Photography**

Canon to Nikon

Nikon to Canon

Canon to Sony or Fuji or Panasonic or Olympus

Nikon to Sony

Leica to Sony

Canon to Sony, then back to Canon

DSLR to Mirrorless

DSLR to Smartphone

Smartphone to DSLR

Film to Digital

Digital to Film

35mm to medium format

Studio lights to LED

Elicrhom to Profoto

DSLR video to Pro Video

**Computers**

iPhone to Android

Android to iPhone

Microsoft to Apple

Apple to Microsoft

Laptop to tablet

Canon printer to Epson Printer

Epson Printer to Canon