Page title = About Us | B&H Photo

<hero module>

h1 = A BRIEF HISTORY OF B&H

h2 = Get to know the people who know your stuff best

[video player]

<NYC SuperStore module>

h2 = NYC SUPERSTORE

blurb1 = Our Manhattan retail location is the largest of its kind in the USA, featuring an average of 10,000 demo products on the shelves.

blurb2 = More than 5,000 people per day flock to our 34th Street SuperStore in New York and upwards of 12 million consumers visit our online store every month.

blurb3 = Our 70,000-square-foot NYC SuperStore has been called an "A/V Eden," "Mecca for Tech-Heads" and "Nerd Nirvana..." and we're ok with that!

<people module>

h2 = PEOPLE, NOT ALGORITHMS

blurb = We hire and extensively train our product specialists (not salespeople! So that each one can speak from a place of confidence and expertise… which means when you need answers, we’re ready with workable solutions, tailored to you.

CTA = Meet the B&H Staff

<family module1>

h2 = FAMILY AFFAIR

blurb = B&H opened our original storefront in 1973. Even though we command a global reach, B&H still retains the feel of a small, neighborhood mom & pop shop. We are a proud, family owned business.

<family module2>

h2 = FAMILY AFFAIR

blurb = B&H began as a "mom and pop" shop in 1973. After wife-and-husband partners (Blimie and Herman, respectively) opened the doors in Tribeca with one employee, their trademark dedication to candid selling and quality merchandise quickly attracted a loyal following of photo, video and audio professionals.

<family module3>

h2 = FAMILY AFFAIR

blurb = At a time when shysters abounded, we developed a reputation for honesty and ethical business practices—and the word spread.

<family module4>

h2 = FAMILY AFFAIR

blurb = B&H is not a big box store, a faceless chain… or a personality-free zone. B&H is a group of people who are passionate about the things you’re passionate about—from photography and film to music and art to technology and creating and imagining.

<family module5>

h2 = FAMILY AFFAIR

blurb = We continue to expand to meet your needs with showrooms, classes, helpful educational and social media content, serving customers worldwide from our highly rated website, award-winning mobile Apps, catalogs and our 34th Street "SuperStore."

<tech corner module>

h2 = TECH CORNER

blurb = Located inside our NYC SuperStore, the Tech Corner is where you can tap one of our resident experts for a hands-on demonstration of gear you either just bought or equipment you already own—by appointment or on the fly.

CTA = Learn More

<experts module>

h2 = TRUE KNOW-HOW

blurb = Whether you’re looking for ordering guidance on the sales floor, online or over the phone, our non-commission product specialists are trained to find you the gear that will help you reach your loftiest goals (not the highest price tag).

CTA1 = Meet Our Experts

CTA2 = Work at B&H

<passion module>

h2 = SHARE YOUR PASSION

blurb = One thing that makes B&H Photo so amazing is its people. Every one of our product specialists has a passion—whether for photography, music film, art, you name it—to match their love of all things tech.

CTA = Find Your Match

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<closing module>

h2 = SHARE YOUR PASSION

blurb = Over 3 million professionals and enthusiasts in the world of imaging, audio and technology rely on B&H for their equipment needs.

CTA = Shop the Gear

<closing module>

h2 = GET TO KNOW US

blurb = Over 3 million professionals and enthusiasts in the world of imaging, audio and technology can’t be wrong. They rely on B&H for their equipment needs—and you can too.

h3 = Our Philosophy

blurb = We believe in making customers, not sales. That’s why we’ve perfected the “art of the downsell…” We’ll always recommend the best options based on your specific needs, rather than the total on your receipt.

h3 = Our Selection

blurb = Our inventory spans 11+ football fields’ worth of leading-edge technology and hard-to-find gear, every day. You may even find a bona fide electronics collectible in our Used Dept.!

44K+ Photography Tools

101K+ Video Necessities

49K+ Computing Solutions

23K+ Audio Items

90K+ TV & Entertainment Ideas

124K+ A/V Presentation Essentials

8K+ Mobile Must-Haves

5K+ Optics Answers

[icon/grid similar to <https://www.bhphotovideo.com/find/eduAdvantage.jsp/removeMode/all/mode/gsa>]

h3 = CONNECT WITH US

social media icon 1 = Facebook

social media icon 2 = Twitter

social media icon 3 = Instagram

social media icon 4 = Snapchat

social media icon 5 = YouTube

social media icon 6 = Tumblr

social media icon 7 = Podcast

h3 = LEARN WITH US

learn1 = Explora Blog

blurb1 = Explore the worlds of photography, videography, design and technology with news, tips and hands-on reviews of the latest innovations, developments and products.

learn2 = Event Space

blurb2 = Pick up a new skill or brush up on existing talents with free seminars and demonstrations led by industry insiders, live in the NYC Event Space or streaming online.

learn3 = Conferences & Trade Events

blurb3 = Shop, study and schmooze at one of our industry-leading pow-wows.

callouts = [OPTIC](https://www.bhphotovideo.com/c/promotion/15107/optic.html); [Depth of Field](https://www.bhphotovideo.com/c/promotion/14708/depth-of-field-conference.html); Other?