

Why JPEG is the Future

In photography, there's something powerful about committing to an image as it is, captured fully in-camera. After years of working with RAW, I've come to realize that *JPEG offers a freedom and simplicity* that transforms the creative process. With JPEG, each photograph is a final product, a moment locked in time without the need for heavy post-processing or alterations.

"JPEG is the most simple and strict solution to making a photograph."

The Case for JPEG: Authenticity and Efficiency

I spent years shooting in RAW, meticulously processing files and adjusting every detail. While RAW files offer flexibility, the process was clunky and time-consuming. On long projects, importing hundreds of massive files and spending hours in post-processing became a burden. *JPEG changes all that.* It's lightweight, fast, and ready to go straight from the camera, allowing photographers to focus on what matters most: capturing the moment.

High-contrast black-and-white JPEGs, especially, carry a unique aesthetic, locking in an intense, striking vision of reality that is uncompromised and complete. With JPEG, the photograph doesn't need additional processing or perfection—each shot captures the scene as it was, with raw authenticity.

"With high-contrast black-and-white JPEGs, the image is complete the moment you press the shutter."

Embracing Longevity in JPEG

Choosing JPEG isn't just about efficiency; it's about *longevity*. Compact and timeless, JPEG files are a commitment to simplicity and preservation. Look at Daido Moriyama's work: his high-contrast, black-and-white images, often captured spontaneously, carry an enduring aesthetic. Moriyama's approach reminds us that the heart of photography lies in capturing an authentic slice of reality, without post-production gimmicks.

- **Think Longevity:** JPEG's small, efficient file size makes it ideal for archiving, ensuring your work lasts without being weighed down by endless edits.
- **Embrace Simplicity:** High-contrast black-and-white JPEGs don't require touch-ups or adjustments; the look is baked into the image, reflecting a direct and unfiltered view of the world.

"Moriyama's approach proves that longevity and impact lie in simplicity and authenticity."

JPEG as the Future of Street Photography

JPEG represents a return to the roots of photography: capturing life as it is, without heavy manipulation. High-contrast black-and-white JPEGs add an artistic depth that feels raw and immediate, allowing photographers to stay present and react spontaneously to the world around them. JPEG keeps the process simple, eliminating the need for endless settings and edits and instead focusing on capturing what is real, beautiful, and unfiltered.

So, let's look toward a future where JPEG is the standard, where images are preserved as they are, and where photographers can capture life as it unfolds. With JPEG, we're choosing honesty, efficiency, and a return to the essentials of photography.

"JPEG captures the scene authentically, preserving the moment without compromise."