



Camera eye in sky good business

Ahwatukee businessmen Anthony Benton (left) and Kristopher Shane are finding a niche in the photography world — camera work from an elevated point of view. **Page 5**

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Photographers take high road to success

By **Coty Dolores Miranda**
SPECIAL FOR THE REPUBLIC

Two Ahwatukee Foothills entrepreneurs/photographers are offering a unique perspective on their community: a bird's eye view.

Kristopher Shane and Anthony Benton, owners of Elevation Photography, are earning East Valley real estate business for their "over the top" digital photography.

They shoot from two mast cams, including one attached to their van that towers 50 feet. The other — a smaller, portable unit that reaches 25 feet in height — is better at getting into a house, backyard or convention center event.

"We looked into many traditional and non-traditional photographing techniques and decided to create our very own low-altitude aerial photography company," Shane said. "We've developed and custom-made all our equipment."

Their business van is a mov-



COTY DOLORES MIRANDA/SPECIAL FOR THE REPUBLIC

Ahwatukee residents Anthony Benton (left) and Kristopher Shane offer a higher view of properties using mobile, elevated cameras.

ing gallery, covered with full-color aerial photos and a giant blow-up of a 35mm camera lens and business logo.

Shane and Benton came to Ahwatukee from Illinois six years ago, initially working for Drew Benton, Anthony's father, at his Phoenix-based company, PictureThis360 Vir-

tual Tours Inc.

"Photography has always been Kris' hobby and marketing has always been a huge interest of mine. When the chance came up to work with my father's company, Picture This360.com, we both jumped at the opportunity. It was a place for me to work the mar-

keting end of the virtual tours, and an avenue for Kris to really showcase his photography skills," Benton said.

Two years ago, Shane and Benton formed Elevation Photography

"We wanted to use our passion for photography and marketing to help create a more unique way to showcase properties," Shane said. "We take aerial photos to show aspects of a property that couldn't be seen otherwise. People want to see something stunning and new when they're trying to sell or market a property."

Benton agreed. "They say 'a picture is worth a thousand words.' Well, our pictures are worth a million words," he said.

Their online portfolio aptly illustrates the advantages of elevated aerial shots. A typical front door shot of a property can't show the golf fairway or sweeping mountain vistas behind it as the aerial shot easily captures.

Bonnie Dillon, a luxury home specialist for Keller Williams Realty East Valley, said aerial photography captures a "unique perspective of a home and its surroundings that can't be captured in a traditional photo shoot."

Not satisfied with their current success with real estate, Benton and Shane are adding a newer and higher panoramic cam that will allow an entire football field to be fit in one frame. The new cam, which is on order, will allow photographing such venues as outdoor concerts or major events.

"The most important thing is we love what we do, and can appreciate how far we've come. Always looking to go that next step, we're excited to do commercial photo shoots and large events in the future," Benton said.

For more information, visit the Web site at <http://www.elevationpix.com/>