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FOR IMMEDIATE RELEASE

2nd ANNUAL LUCIE TECHNICAL AWARDS WINNERS ANNOUNCED

CEREMONY HELD AT JAVITS CENTER IN NEW YORK CITY

October 19, 2016 (*New York, NY*) - The second annual Lucie Technical Awards, the newest initiative of the Lucie Foundation, announced the 2016 winners, during the PhotoPlus Conference + Expo, photoplusexpo.com, at the Jacob Javits Convention Center, in New York. The Lucie Technical Awards Advisory Board is responsible for determining the winners. These professionals all share a passion for creating extraordinary imagery through innovative technology. The awards are presented by Lucie Foundation and hosted by PhotoPlus Conference + Expo. This endeavor greatly expands the scope of the Lucie Awards' mission.

The Lucie Technical Awards winners are:

Best Speedlight

Canon Speedlite 600EX II-RT

Best Camera Bag

Lowepro StreetLine BP 250

Best Large Format Inkjet Printer

Epson SureColor P8000

Best Photo Editing Software

Adobe Photoshop CC (2015.5)

Best Software Plugin

Alien Skin Exposure X

Best Industrial Design

DJI Phantom 4

Best Continuous Light Source

Fiilex Matrix

Best Light Modifier

Profoto OCF Beauty Dish

Best Instant Camera

Fujifilm Instax Mini 70

Best Fixed-Lens Compact Camera

Sony RX1R II

Best Action Camera

Olympus Stylus Tough TG-Tracker

Best Wide Angle Prime Lens

Sigma 20mm F1.4 DG HSM Art

Best Standard Zoom Lens

Sigma 50-100mm F1.8 DC HSM Art

Best Telephoto Zoom Lens Sony FE 70-200mm F2.8 GM OSS

Best Telephoto Prime Lens AF-S Nikkor 105mm f/1.4E ED

Best Small Format System Camera

Nikon D500

Best Medium Format System Camera

Phase One XF 100MP

Best Full Frame System Camera

Nikon D5

All finalists are innovations of this year. The Lucie Technical Awards aim to honor the large and small companies, as well as the individuals who have advanced the photographic industry in a given year. All-inclusive, these awards intend to encompass such things as cameras, lenses, lighting, and accessories, software and more.

With the invaluable advice and guidance of the newly established Lucie Technical Awards Advisory Board, these awards honor the people and companies who have assisted and inspired so many on their photographic journeys.

For the complete list of awards, please see <u>tech.lucies.org</u> for additional information.

About Lucie Foundation - Lucie Foundation's mission is to honor master photographers, discover and cultivate emerging talent, and promote the appreciation of photography worldwide. In addition to Month of Photography Los Angeles (MOPLA), the foundation presents year-round programming to support high school students through SNAPSHOP!, emerging and professional photographers through the Lucie Scholarship Program and master photographers through The Lucie Awards, as well as the Lucie Technical Awards, now in its second year.. Lucie Foundation is a 501(c) 3 non-profit charitable foundation. www.luciefoundation.org

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