

The LUCIE TECHNICAL AWARDS

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FOR IMMEDIATE RELEASE

1st ANNUAL LUCIE TECHNICAL AWARDS ANOUNCE NOMINEES

September 24, 2015 – (*Los Angeles*) - The inaugural Lucie Technical Awards, a recent initiative of the Lucie Foundation, announce nominees for 14 categories. Winners will be announced at the ceremony on October 20th, 2015 at the NYIT Auditorium on Broadway. The Lucie Technical Awards Advisory board is responsible for determining the winners. This endeavor greatly expands the Lucie Awards' mission.

The Nominees are:

Best Crop Sensor Camera

Canon EOS 7D Mark II
Fujifilm X-T10
Olympus OM-D E M10 Mark II
Panasonic GX8
Pentax K3 II

Best Full Frame Camera

Canon EOS 5DS/ 5DS R
Leica M Monochrom (Typ 246)
Leica Q
Nikon D750
Sony a7R II
Sony A7S II

Best Medium Format Camera

Hasselblad H5D-50c
Leica S (Typ 007)
Mamiya Leaf Credo 50
Phase One A-Series System
Phase One XF IQ3 System

Best Camera Bag

Johansen Bellbrook Backpack
Lowepro Echelon Series
Manfrotto 20L Offroad Hiking Camera Bag

Mindshift Gear Higher Volume Rotation180 Horizon Backpack
ONA Black Berlin II Camera Bag
Peak Design, The Everyday Messenger Bag
ThinkThank Photo Airport Helipak Backpack

Best Tripod

Benro Aero 4 Travel Tripod Kit
Gitzo Traveler Series 1
Manfrotto Fluid Base
Platypod Pro
Sirui W 2204
Vanguard VEO 265CB Tripod

Best Superzoom Lens

AF-S Nikkor 200-500mm F/5.6E ED VR
AF-S NIKKOR 300mm f/4E PF ED VR
AF-S Nikkor 500mm F/4E FL ED VR
AF-S Nikkor 600mm F/4 VR Lens
Canon EF 100-400mm F/4.5-5.6L IS II USM
Fujinon XF90mm F/2 R LM WR
Sigma 150-600mm F5-6.3 DG OS HSM I S

Best Wide Angle Lens

Canon EF 11-24mm f/4L USM
Canon EF 35mm F/1.4L II USM
Fujinon XF16mmF1.4 R WR
Olympus M.Zuiko Digital ED 7-14mm F2.8 PRO
Tamron SP 35mm F/1.8 Di VC USD
Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM II

Best Zoom Lens

AF-S Nikkor 24-70mm F/2.8 ED VR
AF-S DX Nikkor 16-80mm F/2.8-4E ED VR
Fujinon XF16-55mm F2.8 R LM WR
Sigma 24-35mm F2 DG HSM I A
Tamron SP 15-30mm F/2.8 Di VC USD
Tokina 24-70mm F/2.8
Zeiss Vario-Sonnar T* 24-70mm F2.8 ZA SSM II

Best LED Lighting Element

Adaptalux
Arri Skypanel
FIILEX Q500-DC
Lume Cube
Manfrotto Lumie Series
Nova Bluetooth Flashes
Rotolight NEO
Westcott Flex

Best Software

Adobe 2015 Creative Cloud Release
Adobe Photoshop Lightroom 6
Datacolor Spyder5
Defrozo
DxO ViewPoint v2.5
Flipboard
Lytro Desktop 4.3
Palette
Pixelmator for iPad
Serif Affinity Photo

Best Memory Card

Eyefi Mobi Pro
Lexar 1000x microSD UHS-II Card
Lexar 3400x CFast 2.0 Card
SanDisk High Endurance Video Monitoring microSDHC and microSDXC Memory Card
SanDisk Ultra® MicroSDXC™ UHS-I card

Best Action Camera

GoPro Hero+LCD
GoPro Hero4 Session
Graava Action Camera
Ricoh WG-M1 Waterproof Action Camera
Sony FDR-X1000V
TomTom Bandit Action Camera

Best Instant Film & Camera

Impossible Project Generation 2 B&W Film
Impossible Round Frame Color Film
Instant Lab Universal
Lomo'Instant White Edition
Polaroid Snap
Supersense 66/6 Instant Pinhole Camera

Best Darkroom

Bostick & Sullivan, New Mexico
CatLABS of JP, Boston
Contact Photo Lab, Los Angeles
IMAGE Studios, Lab & Darkroom, Los Angeles
Labyrinth Photographic, London

Lifetime Achievement nominees will be announced shortly. All nominees, excluding the Darkroom category, are innovations of this year. The Darkroom category is not focused on innovation, but rather acknowledges the businesses that are keeping this process alive. 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, to inks, software and more.

Experts in the field of photography as well as members of the public can contribute to the nomination process with the goal to recognize and reward deserving companies and individuals whose work has advanced the careers of so many. They all share a passion for creating extraordinary imagery through innovative technology.

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

To reserve seats or for the complete list of awards, please see tech.lucies.org 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 SNAPSHOT!, emerging and professional photographers through the Lucie Scholarship Program and master photographers through The Lucie Awards. Lucie Foundation is a 501(c)3 non-profit charitable foundation. www.luciefoundation.org