

The LUCIE TECHNICAL AWARDS

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FOR IMMEDIATE RELEASE

1st ANNUAL LUCIE TECHNICAL AWARDS WINNERS ANNOUNCED INAUGURAL AWARDS CEREMONY HELD IN NEW YORK

October 20, 2015 (*Los Angeles*) - The inaugural Lucie Technical Awards, a recent initiative of the Lucie Foundation, announced the winners for 14 categories this evening on October 20th, 2015 at the NYIT Auditorium on Broadway in New York City. The Lucie Technical Awards Advisory Board is responsible for determining the winners. They all share a passion for creating extraordinary imagery through innovative technology. This endeavor greatly expands the Lucie Awards' mission.

The Lucie Technical Awards winners are:

Best Crop Sensor Camera

Canon EOS 7D Mark II

Best Full Frame Camera

Sony a7R II

Best Medium Format Camera

Hasselblad H5D-50c

Best Action Camera

GoPro HERO4 Session

Best Superzoom Lens

AF-S NIKKOR 200-500mm F/5.6E ED VR

Best Wide Angle Lens

Zeiss Vario-Sonnar T* 16-35mm F2.8 ZA SSM II

Best Zoom Lens

Zeiss Vario-Sonnar T* 24-70mm F2.8 ZA SSM II

Best Instant Film & Camera

Lomography Lomo'Instant White Edition Camera

Best Darkroom

Labyrinth Photographic Printing

Best Camera Bag

Think Tank Photo Airport Helipak Backpack

Best Tripod

Gitzo Traveler Series 1

Best LED Lighting Element (winners tied)

ARRI SkyPanel

Lume Cube

Best Software

Adobe Photoshop Lightroom 6

Best Memory Card

SanDisk High Endurance Video Monitoring microSDXC/microSDHC Card

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.

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 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