

The LUCIE TECHNICAL AWARDS

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SECOND ANNUAL LUCIE TECHNICAL AWARDS TO TAKE PLACE IN NYC HONORING THE YEAR'S PHOTO-RELATED INNOVATIONS – OCT 19, 2016

THE DEADLINE TO SUBMIT NOMINATION IS AUGUST 15, 2016

NOMINATIONS ARE FREE AND OPEN TO THE PUBLIC

June 22, 2016 – (Los Angeles) - The second annual Lucie Technical Awards, the newest initiative of the Lucie Foundation and sister-program of The Lucie Awards, will take place in New York City on Wednesday, October 19th, 2016, location tba. This adjunct to the acclaimed Lucie Awards has embraced a large and critical segment of the photographic community.

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 printers, inks, and software and more. Founder of The Lucie Technical Awards, Hossein Farmani commented, "With these awards, The Lucie Awards has put its arms around an even more inclusive segment of the photographic community. This initiative allows all interested parties to nominate and then join us to celebrate the responsible industry professionals at a deeper and wider level."

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 efforts have advanced the careers of so many image-makers. They all share a passion for creating extraordinary imagery through innovative technology. Nominations are open through August 15 and there is no fee to nominate. See tech.lucies.org/nominate/

The categories include:

Analog: Best Darkroom, Best Instant Camera, Best Film

Camera: Best Crop Sensor Camera, Best Full Frame Camera, Best Medium Format Camera, Best Fixed-Lens Compact Camera, Best Action Camera, Best Camera Manufacturer of the Year

Camera Accessory: Best Camera Bag, Best Tripod, Best Speedlight

Lens: Best Wide Angle Prime Lens, Best Standard Prime Lens, Best Telephoto Prime Lens, Best Standard Zoom Lens, Best Telephoto Zoom Lens, Best Lens Manufacturer of the Year

Lighting and Studio: Best Studio Strobe, Best Portable Strobe, Best Continuous Light Source, Best Light Modifier

Printing: Best "At Home" Professional Photo Printer, Best "Studio" Photo Printer

Software: Best Software, Best Software Plugin

Spotlight Award: Awarded to a brand whose consistent technological innovations have advanced and supported the photography industry

Storage: Best Memory Card, Best Backup Solution

Top Gadget in the Market: Awarded to a unique, peculiar, and innovative photo product

The Lucie Awards, created to honor master photographers, celebrate the greatest achievements in photography, and recognize significant creative professionals in the field, will be inclusive of an even wider photographic community by including the year's most significant innovations and technologies via The Lucie Technical Awards. With the invaluable advice and guidance of the esteemed Lucie Technical Awards Advisory Board, these awards will honor the people and companies who have assisted and inspired so many on their photographic journeys.

Ticket availability and the New York City location of The Lucie Technical Awards will be announced shortly. For the complete list of awards and to nominate, please see <http://tech.lucies.org/nominate/> for additional information.

About Lucie Technical Awards – The Lucie Technical Awards aim to honor the large and small companies, as well as the individuals who have advanced the photography industry in a given year. All-inclusive, these awards encompass cameras, lenses, lighting, accessories, papers, printers, inks, software and more. tech.lucies.org

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. luciefoundation.org

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