SECOND ANNUAL LUCIE TECHNICAL AWARDS TO TAKE PLACE IN NYC
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 additional 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. Lucie Foundation is a 501(c)3 non-profit charitable foundation. luciefoundation.org

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