

The LUCIE TECHNICAL AWARDS

4th ANNUAL LUCIE TECHNICAL AWARDS ANNOUNCE FINALISTS

FOR IMMEDIATE RELEASE

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October 15, 2018 (*Los Angeles, CA*) - The fourth annual Lucie Technical Awards, an initiative of the Lucie Foundation and sister program of The Lucie Awards, announces the 2018 finalists. Winners will be announced at the awards ceremony on Thursday, October 25, 2018, at 6:30 pm, during PDN PhotoPlus Conference + Expo, photoplusexpo.com, at Jacob Javits Convention Center in New York City, immediately following the cocktail reception at 5:30. The awards are presented by Lucie Foundation and hosted by PhotoPlus Conference + Expo, and the cocktail reception is sponsored in part by The Imaging Alliance. These awards honor the most innovative products from the past year, and the innovators who have shaped the industry. PhotoPlus Conference + Expo runs from October 25-27 at the Jacob Javits Convention Center in New York City. Free RSVP here: lucies.org/lucie-events/

"Since its inception 4 years ago, I've had the pleasure of contributing to the success of The Lucie Technical Awards. I want to acknowledge the Lucie Foundation for their creativity in bringing these awards to, not only the highest levels of the industry, but also to the consumer, thereby extending accessibility to our entire community. In addition, I'm pleased to say this year we honor one of our industry's finest, by offering the Chuck Westfall Technical Education Award. This is such an appropriate addition to the event and will be a highlight for me," states Bob Rose, Editor-At-Large, at PDN and Assistant Professor in the Photographic Sciences department at RIT.

The Finalists for the inaugural **CHUCK WESTFALL TECHNICAL EDUCATION AWARD** are:

- George Lepp – Photographer / Educator
- Julieanne Kost – Adobe
- Peter Krogh – Photographer / Educator / Author
- Chris Niccolls / Jordan Drake – DP Review TV
- Lindsay Silverman – Nikon USA
- Andrew Simcox – Antonelli Institute / Harcum College
- Curtis Willocks – Fashion Institute of Technology

"PhotoPlus Conference + Expo, together with Lucie Foundation, will kick off the 2018 Expo with an evening focused on photographic technology. Festivities commence with the Lucie Technical Awards ceremony, a way to highlight and honor many of the advancements in the industry this year," commented Lauren Wendle, President, Lucie Foundation. Hossein Farmani, the founder of The Lucie Technical Awards, adds, "For the fourth year in a row, Lucie Foundation is happy to be hosted by and partnered with PhotoPlus Conference + Expo. Together, we honor the remarkable innovations of the year as is both our joy and responsibility. We congratulate those who have added so much possibility to our industry."

The Lucie Technical Awards Advisory Board, which includes some of the industry's most respected technical editors, is responsible for determining the winners. This endeavor greatly expands The Lucie Awards' overall mission to promote the appreciation of photography worldwide.

The Finalists, all innovations of this year, are:

BEST 360 CAMERA

- GoPro Fusion CHDHZ-103-FW
- Humaneyes Vuze +
- Insta360 Pro 2
- Ricoh THETA V

BEST ACTION CAMERA

- Fujifilm FinePix XP130
- GoPro Hero
- Yi Discovery Action Camera

BEST CAMERA DRONE

- DJI Inspire 2 and Zenmuse X7
- DJI Mavic2pro
- DJI Phantom 4 Pro v2.0
- Parrot Anafi
- Yuneec Mantis Q
- Yuneec Typhoon H+

BEST FIXED-LENS CAMERA

- Canon PowerShot G1 X Mark III
- Fujifilm XF10
- Kodak PIXPRO AZ901 Astro Zoom Camera
- Nikon COOLPIX P1000
- LUMIX 4K Digital Camera ZS200
- Sony RX100 VI

BEST INSTANT CAMERA

- Fujifilm instax Square SQ6
- Lomo Instant Square Glass Pigalle
- MiNT InstantKon RF70
- Polaroid OneStep +
- Polaroid Originals OneStep 2 VF

BEST SMALL FORMAT SYSTEM CAMERA

- Canon EOS M50
- Fujifilm X-T100
- Fujifilm X-A5
- Fujifilm X-H1
- Leica CL
- Panasonic LUMIX GH5s
- Panasonic LUMIX G9 PRO
- Olympus PEN E-PL9

BEST FULL FRAME SYSTEM CAMERA

- Pentax K-1 Mark II
- Sony a7 III
- Sony a7 RIII

BEST MEDIUM FORMAT CAMERA SYSTEM

- Hasselblad A6D-100c
- Hasselblad H6D-400c MS
- Phase One XF IQ3 100MP Trichromatic
- Phase One IQ4 150MP

BEST WIDE ANGLE PRIME LENS

- Olympus M.Zuiko Digital ED 17mm F1.2 PRO
- Sigma 16mm F1.4 DC DN Contemporary
- Zeiss Loxia 2.4/25

BEST STANDARD PRIME LENS

- Cosina Voigtlander NOKTON 40mm F1.2 Aspherical
- Pentax HD Pentax-D FA 50mm F1.4 SDM AW
- Rokinon SP50mm f/1.2

BEST TELEPHOTO PRIME LENS

- Canon EF 85 f/1.4 L
- Fujinon XF200mmF2 R LM OIS WR
- Leica Noctilux-M 75
- Leica Summicron-SL 90
- Panasonic Leica DG Elmarit 200mm / F2.8 / Power O.I.S.
- Sigma 105mm F1.4 DG HSM Art

BEST WIDE ANGLE ZOOM LENS

- Fujinon XF8-16mmF2.8 R LM WR
- Fujinon XC15-45mmF3.5-5.6 OIS PZ
- Leica 16-35mm SL
- Sigma 14-24mm F2.8 DG HSM Art
- Tamron 17-35MM F/2.8-4 DI OSD

BEST MEDIUM RANGE ZOOM LENS

- Fujinon Lens MKX18-55mmT2.9
- Fujinon Lens MKX50-135mmT2.9
- Tamron 28-75mm F/2.8 Di III RXD

BEST TELEPHOTO ZOOM LENS

- Canon EF 70-200mm f4L IS II USM
- Nikon AF-S Nikkor 180-400mm F/4E TC1.4 FL ED VR
- Tamron 100-400MM F/4.5-6.3 DI VC USD
- Tamron 70-210MM F/4 DI VC USD

BEST SPECIAL PURPOSE LENS

- Leica Thambar-M 90/2.2
- Sigma 70mm F2.8 DG Macro Art
- Venus Optics 24mm f/14 Macro Probe

BEST MEDIUM FORMAT LENS

- Fujinon GF45mmF2.8 R WR
- Fujinon GF250mmF4 R LM OIS WR
- Hasselblad XCD 21mm f/4 Lens
- Hasselblad XCD 120mm f/3,5 Macro Lens

BEST CAMERA BAG

- Exposure 15 Shoulder Bag
- Gitzo Adventury 45L Back Pack
- Lowepro FreeLine BP 350
- MindShift Gear BackLight 18L
- Tenba Cooper Backpack
- Tenba DNA 15 Backpack
- Tenba Solstice 24L Backpack
- ThinkTank Backlight 18L Camera Backpack
- ThinkTank Lens Changer 150
- ThinkTank MindShift Exposure 15 Shoulder Bag
- ThinkTank Tripod Manager 44
- Vanguard ALTA Fly 55T Trolley Backpack

BEST SPEEDLIGHT

- Canon Speedlite 470EX-AI
- Leica SF-60
- Profoto A1
- Sony HVL-F60RM

BEST TRIPOD

- 3 Legged Thing – Billy
- 3 Legged Thing – Brian
- Manfrotto Befree Advanced Carbon Fiber Travel Tripod
- Vanguard Alta Pro 2+ 263CGHT

BEST INDUSTRIAL DESIGN

- 3 Legged Thing – Alankit Monopod
- Gitzo Fluid Gimbal Head
- Hasselblad A6D-100c Camera
- Hasselblad A6D-400c MS Camera
- Hasselblad Tripod Mount Ring 75mm
- Hasselblad XCD 21mm f/4 Lens
- Hasselblad XCD 120mm f/3,5 Macro Lens
- Hasselblad XPan Lens Adapter
- Hive Hornet 200-C Light
- Leica M10-P
- Leica M10 edition Zagato Camera
- Westcott Eyelighter 2 Light Modifier
- Westcott H2Pro Weight Bag

BEST CONTINUOUS LIGHT SOURCE

- Fluotec Vegalux 200 UHP
- Westcott Solix
- Lowel Go Lite
- K5600 Joker2

BEST BICOLOR LIGHT SOURCE

- Fotodiox Pro FACTOR Radius Mini Wide Angle – 4"x9"
- Fotodiox Pro FACTOR Radius 1 – 1'x2'
- Fotodiox Pro FACTOR Radius 3 – 3'x2'
- Fotodiox PopSpot Ultra 100 Focusing Spot

BEST TRICOLOR + LIGHT SOURCE

- Hive Hornet 200-C
- Anthem One
- Luxli Viola
- Luxli Cello
- Luxli Timpani

BEST LIGHT MODIFIER

- Broncolor Litepipe P
- Fotodiox Lantern Softbox
- Westcott Rapid Box Switch System

BEST PHOTO EDITING SOFTWARE

- Adobe Lightroom CC
- Alienskin Exposure X3
- Capture One Pro 11
- ON1 Photo RAW 2018
- Skylum Aurora HDR 2018
- Skylum Luminar 2018
- Skylum PhotoLemur 2.3

BEST SOFTWARE PLUGIN

- Capture Integration-Shopflow 2.0
- Excire Search Pro
- ON1 Resize 2018

BEST BACKUP SOLUTION

- G-Drive Mobile Pro SSD
- Lacie DJI Copilot
- OWC Thunderblade
- SanDisk Extreme Portable SDSSDE60-1T00-G25
- Sonnet Fusion Thunderbolt 3
- WD My Passport SSD

BEST MEMORY CARD

- Delkin Devices Premium 2933X XQD Cards
- ProGrade Digital CFast 2.0
- Sandisk Extreme UHS-1 microSD
- Sony SF-G Tough

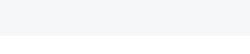
The Lucie Technical Awards aim to honor the large and small companies, as well as the individuals who have advanced the photographic industry in a given year. All-inclusive, these awards intend to encompass such things as cameras, lenses, lighting, accessories, software and more. Experts in the field of photography as well as members of the public have contributed 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 Lucie Technical Awards Advisory Board, these awards will honor the people and companies who have assisted and inspired so many on their photographic journeys.

Reception/Ceremony is free to attend. Please RSVP at <http://lucietechnicalawards.eventbrite.com>. Light refreshments will be served; there will be a no-host bar. For additional information, please see tech.lucies.org. The nonprofit Imaging Alliance www.theimagingalliance.com, is a partner of the Lucie Technical Awards, and is dedicated to helping the imaging industry create an environment where imaging companies and retailers can come together to address the issues facing the industry.

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 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

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