

The LUCIE TECHNICAL AWARDS

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FOR IMMEDIATE RELEASE

4th ANNUAL LUCIE TECHNICAL AWARDS WINNERS CELEBRATED CEREMONY HELD AT JAVITS CENTER IN NEW YORK CITY

October 25, 2018 (*New York, NY*) - The fourth annual Lucie Technical Awards, an initiative of the Lucie Foundation, announced the 2018 winners, during the PhotoPlus Conference + Expo, photoplusexpo.com, at the Jacob K. Javits Convention Center, in New York. The Lucie Technical Awards Advisory Board is responsible for determining the winners. These professionals all share a passion for creating extraordinary imagery through innovative technology. The awards are presented by Lucie Foundation and hosted by PhotoPlus Conference + Expo, with sponsorship from [The Imaging Alliance](#). This endeavor greatly expands the scope of the Lucie Awards' mission.

Hossein Farmani, Founder of The Lucie Technical Awards commented, "This evening we announced the 28 winners of the coveted Lucie Technical Awards from a roster of 152 finalists representing 64 individual companies. Our jury of experts chose these winners as the most innovative additions to the photographic world's toolbox. The Lucie Technical Awards are the ideal introduction to PhotoPlus Expo, followed by The Lucie Awards, on October 28, at Zankel Hall at Carnegie Hall."

Lauren Wendle, President Lucie Foundation, added, "It is our privilege to honor these technological and creative forces who add so much to the creative endeavors of those in the photographic field. The Lucie Foundation congratulates all of the nominees, and tonight, the winners of the 4th Annual Lucie Technical Awards." Wendle also serves as chair, The Lucie Technical Awards Advisory Board.

The 2018 Lucie Technical Award winners are:

CHUCK WESTFALL TECHNICAL EDUCATION AWARD
Julianne Kost -- Digital Imaging Evangelist, Director, Adobe

BEST 360 CAMERA
Insta360 Pro 2

BEST ACTION CAMERA
GoPro Hero

BEST CAMERA DRONE
DJI Mavic2pro

BEST FIXED-LENS CAMERA
Sony RX100 VI

BEST INSTANT CAMERA
Fujifilm instax Square SQ6

BEST SMALL FORMAT CAMERA SYSTEM
Panasonic LUMIX G9 PRO

BEST FULL FRAME CAMERA SYSTEM
Sony a7 RIII

BEST MEDIUM FORMAT CAMERA SYSTEM
Phase One IQ4 150MP

BEST WIDE ANGLE PRIME LENS
Olympus M.Zuiko Digital ED 17mm F1.2 PRO

BEST STANDARD PRIME LENS
Rokinon SP50mm f/1.2

BEST TELEPHOTO PRIME LENS
Canon EF 85 f/1.4 L

BEST WIDE ANGLE ZOOM LENS
Sigma 14-24mm F2.8 DG HSM Art

BEST MEDIUM RANGE ZOOM LENS
Tamron 28-75mm F/2.8 Di III RXD

BEST TELEPHOTO ZOOM LENS
Nikon AF-S Nikkor 180-400mm F/4E TC1.4 FL ED VR

BEST SPECIAL PURPOSE LENS
Sigma 70mm F2.8 DG Macro Art

BEST MEDIUM FORMAT LENS
Hasselblad XCD 120mm f/3,5 Macro Lens

BEST CAMERA BAG
Vanguard ALTA Fly 55T Trolley Backpack

BEST SPEEDLIGHT
Profoto A1

BEST TRIPOD
Manfrotto Befree Advanced Carbon Fiber Travel Tripod

BEST INDUSTRIAL DESIGN
Gitzo Fluid Gimbal Head

BEST CONTINUOUS LIGHT SOURCE
Westcott Solix

BEST BICOLOR LIGHT SOURCE
Fotodiox Pro FACTOR Radius 3 – 3'x2'

BEST TRICOLOR + LIGHT SOURCE
Luxli Cello

BEST LIGHT MODIFIER
Westcott Rapid Box Switch System

BEST PHOTO EDITING SOFTWARE
Adobe Lightroom CC

BEST SOFTWARE PLUGIN
Excire Search Pro

BEST BACKUP SOLUTION
SanDisk Extreme Portable SDSSDE60-1T00-G25

BEST MEMORY CARD
ProGrade Digital CFast 2.0

All finalists are innovations of this year. 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, software and more. With the invaluable advice and guidance of the Lucie Technical Awards Advisory Board, these awards honor the people and companies who have assisted and inspired so many on their photographic journeys.

The nonprofit Imaging Alliance www.theimagingalliance.com, is a sponsor 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.

For the complete list of awards and additional information, visit <http://tech.lucies.org/awards/>

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, as well as the Lucie Technical Awards, now in its third year. Lucie Foundation is a 501(c) 3 non-profit charitable foundation. www.luciefoundation.org

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