

Digital Photographer of the Year awards 2010 launches

The hugely popular Digital Photographer of the Year Awards returns for 2010 – this time with backing from photography giant, Samsung

Imagine Publishing and Samsung are joining forces to launch the fourth annual Digital Photography of the Year awards, with better prizes and categories than ever before. Fresh from celebrating over one million copy sales earlier this year, *Digital Photographer* magazine anticipates record a number of submissions for the competition in 2010, with the overall winner receiving a Samsung NX10, three lenses and a flashgun kit. Six category winners will each receive a Samsung EX1 camera.



Rosie Tanner, Editor of *Digital Photographer*, is brimming with expectation for DPOTY '10: "The DPOTY awards offer digital photographers a fantastic platform to showcase their work across a wide range of categories. It's an amazing opportunity for fresh talent to emerge and we can't wait to celebrate new and undiscovered digital photographers. The fact that such a prestigious camera company like Samsung is supporting the awards is a huge compliment. Its support means the competition and prizes will be better than ever before."

Since its launch back in 2007, the DPOTY awards has seen year-on-year success and is now widely recognised by the photography industry as one of the top photographic competitions of its kind. The judging panel for the 2010 awards features some of the country's top photographic professionals including big names such as Guardian Picture Editor, Eamonn McCabe and pro photographer, William Cheung FRPS.

The call for entries opens on the 15 July, which coincides with the on-sale date of *Digital Photographer* issue 98. In contrast to previous years, the format of the awards for 2010 will see a brand new competition category launched in each issue of the magazine. There will be six photographic categories in total – each designed to push the creativity of photographers. The categories are:

The Big Picture – Landscapes
Strike a Pose – Portraits
Wild at Heart – Wildlife/nature
Location, Location – Travel
Capture the Action – Motion/action
Get Creative – Creative/image editing/HDR

Rosie Tanner
Editor

Rosie Tanner added, “The categories we’ve picked this year are reflective of the creative capabilities of Samsung’s fantastic NX10 and EX1 cameras. There is definitely a category to suit every photographic taste, so we look forward to seeing a broad range of subject matter.”

Steve Mitchell, General Manager Marketing, Samsung Digital Imaging said: “Samsung is proud to be part of Digital Photographer of the Year 2010. We have a long-standing relationship with *Digital Photographer* magazine and we are particularly pleased to have been chosen by the team to be the main sponsor of DPOTY.

The Digital Photographer of the Year competition showcases some of the most exciting photographs every year and with the creative possibilities offered by the Samsung camera range it is a perfect partnership which will inspire any photographer. We are looking forward to judging and awarding the very best photography in this year’s competition.”

For all the details on how to enter, look out for *Digital Photographer* issue 98 on sale 15 July 2010 or head online to www.DPhotographer.co.uk.

Imagine Publishing is one of the UK’s fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 regular magazines and 30 websites in the videogames, computing, entertainment, motoring and photography markets. An Imagine magazine is purchased every ten seconds.

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