

PressInformation

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White-Lens Vol.2: Three Worlds = One Platform

For the second year, the Online-Photo contest that connects free skiing, snowboarding and a love of nature with digital photography is underway. The Jury consists of well known photographers, editorial journalists and professionals from the winter sport scene and the entry deadline is in April 2008.

The first year of White-Lens was a big success with 10,000 clicks and more than 200 participants sending in high quality pictures. Truly a public bulletin board for talented photographers worldwide.

The participation was international. We had entrants from Germany, Austria, Switzerland, Italy, Canada and the Netherlands. The aim this year is to increase the number of participants and the media coverage, by improving the awards and making the prizes unbeatable.

What's New?

Besides the old categories free ski, snowboard and nature, a new category has been created: "Urban Shred" – skiing & snowboarding in the urban playground. There will also be an "Open Photo Session," where a professional photographer gives tips and tricks for the perfect choice of lens aperture, shutter

speed, image formation and useful advice about all aspects of digital Photography.

The online event started on December 1st 2007 and the entry deadline is April 30th, 2008. The pictures will be judged subsequently with the winners receiving amazing prizes from the event's sponsors.

For more information check www.white-lens.com.