



# 2005-2006 CAMERA MAGAZINE IMAGING AWARDS

Leading consumer imaging magazine, Camera, has announced the winners of its annual product design awards. The Camera Magazine Imaging Awards have been running since 1982, and recognise excellence in the design of imaging products in eight major categories. The judging criteria include the practical application of technology, styling and ergonomics, operational efficiency and ease of use, pricing and value-for-money, suitability for the intended end-user, and after a major revision in 2004 to better reflect the dramatic changes in imaging technology, the awards have again been fine-tuned with new categories added for inkjet printers and digital lenses. Camera editor, Paul Burrows, says both these categories have gained greater importance over the last year due to major advances in technology making the products much more desirable and accessible.

"The growing rivalry between manufacturers in these sectors means it's now important to recognise when one of them does something special... as well as establishing a standard for excellence."

The 2005-2006 awards are the first in 23 years not to include a film-based product – a reflection on just how much the industry has changed since the start of the 21<sup>st</sup> century. Paul Burrows comments, "This shouldn't be taken as making any statement about film - or its future - beyond the fact that the technological and marketing efforts of the 'mainstream' industry has swung totally behind digital capture and the trend is irreversible".

The winners of the 2005-2006 Camera Magazine Imaging Awards are as follows:

## CONSUMER/ENTHUSIAST DIGITAL SLR

### Olympus E-500

Judge's comment: Olympus has been edging towards producing something special in D-SLRs for a while, and the E-500 gets just about everything right.

## PROFESSIONAL DIGITAL SLR

### Nikon D2x

Judge's comment: In 2005 Nikon got back to its innovative and thoughtful best. The Nikon D2x was by far the most accomplished D-SLR we saw all year.

## CONSUMER DIGITAL CAMERA

### Ricoh GR Digital

Judge's comment: With the GR Digital, Ricoh introduces a new breed of digital compact camera... one for the discerning and deliberate photographer who appreciates being in control.

## ENTHUSIAST DIGITAL CAMERA

### Fujifilm FinePix S9500 Zoom

Judge's comment: At a time when the appeal of 'prosumer' type digital cameras is beginning to wane, the FinePix S9500 Zoom represents a credible alternative to the entry-level D-SLR.

## DIGITAL VIDEO CAMERA

### JVC Everio GZ-MC500

Judge's comment: After JVC heralded tape's demise with the first Everio models last year, the higher-specification three-CCD camcorder was a walk-up winner.

## DIGITAL PRINTER

### Epson Stylus Photo R2400

Judge's comment: Epson's R2400 didn't have much problem making the grade. Here, undoubtedly, is the photographer's inkjet printer.

## DIGITAL LENS

### Sigma EX DC 18-50mm f2.8

Judge's comment: With its emphasis on performance and practicality, Sigma's DC-series 18-50mm f2.8 is the new standard in standard zooms.

## INNOVATIVE PRODUCT

### Jobo GigaVu PRO

Judge's comment: There's so much to like about the Giga-Vu PRO... as the sum of its parts, it's significantly greater than any its rivals.