

PHOTOi™ DEVELOPS DIGITAL FLIPBOOK AND ONLINE CONTEST

Singapore- September 10th 2004- Only less than a year since PHOTOi™ made its Singaporean debut in December 2003 and it has since emerged as the premiere publication on the popular subject of digital photography.

Factors contributing to its phenomenal success lies with quality content in each issue of PHOTOi™ coupled with the rise of consumer adoption to digital cameras, of which many new users are hungry for information and exemplary guides for effective photography. And because PHOTOi™ has remained a free publication with a current distribution of **35,000** island-wide, avid readers have been quick in snapping up their copies each month with many who have also signed-up for a subscription service to ensure prompt delivery to their homes.

It is with the needs of the community in mind that PHOTOi™ announces its latest series of progressions, the Digital FlipBook and the Nikon – PHOTOi™ Digital Photographer of 2005 Contest at www.photoi.org/contest.

The Digital FlipBook is an effective means of receiving a copy of PHOTOi™ each month in its entirety, albeit in a softcopy format. It is a perfect tool for overseas subscribers who are unable to receive the print edition of the magazine and is also an economical option, costing only USD 12 (12 issues) and USD 8 (6 issues) as compared to SGD 28 (12 issues) for the print subscription to PHOTOi™.

“The PHOTOi™ Digital FlipBook is a great technical innovation which sets a new standard for many publications looking to welcome new readers and extend our reach to a wider global audience, “ explains Poh Swee Hong, Circulation Director of Hardware Zone Pte Ltd.

Innovative service continues to be of high priority for PHOTOi™ as it makes its final preparation for expansion into the online territory. Currently in its beta testing phase, the highly anticipated launch of www.photoi.org in October will be a home for the global community of photographers to congregate in an online portal, upload their photos in an online photo gallery and share their inspirations by posting constructive comments and praises with members of its community.

Thus, the Nikon – PHOTOi™ Digital Photographer of the Year 2005 is a great precursor to the upcoming launch of www.photoi.org. Presented to the photographic community through a series of 12 monthly themes, the contest encourages both amateur enthusiasts and professionals to create a vibrant tapestry of photographic work as they stand in the running to win great prizes from Nikon and receive the coveted title of Digital Photographer of the Year 2005.

“Information, communicated with digital cameras has become extremely versatile and efficient, but very often we forget to appreciate the significance and fascination of each image, a unique artistry expressed by the person behind the viewfinder (or TFT LCD screen!). 'Digital Photographer of the Year 2005' will be a great medium of expression for photography enthusiasts, intended for both professionals and amateurs, and Nikon is a proud sponsor of this grand activity,” said Daren Tan, Manager of Asia Tech Office, Nikon Singapore.

Entry to the “Digital Photographer of the Year 2005” is free for registrations at www.photoi.org/contest and they can upload a maximum of 3 digital photos for the contest each month. Judging will then be based on the decision of a select group of renowned photographers who will shortlist 30 entries every month based on their composition in accordance to each monthly theme. The contest also promotes interaction with the community as they cast their votes on their favourites photo where they will also stand a chance to win a special voting prize each month.

“We believe that recent developments such as the Digital Flipbook are integral to reaching out to new readers while initiatives such as Digital Photographer of the Year 2005 at www.photoi.org will widen our reach to an active community of photographers locally and worldwide,” said Joe Ang, Product Manager of PHOTOi™. “We promise to meet their growing demands for great content and continue value-adding PHOTOi™ with innovative services as an essential quotient.”

About Hardware Zone Pte Ltd

As the leading integrated media company in Asia, Hardware Zone Pte Ltd is a prolific provider of marketing channels and services to the information communications, technology and gaming industry. Capitalizing on our editorial strength, Hardware Zone Pte Ltd offers to marketers multiple media solutions via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

About PHOTOi™

Inspire and In Touch. PHOTOi™ is the premiere publication and online channel catered towards the growing community of photography and digital imaging enthusiasts. With extensive coverage of photography news, featured interviews with prominent master-class photographers, local community activities to participate in and practical techniques to increase their knowledge of the craft. PHOTOi™ consists of a FREE magazine with a circulation reach of 35,000 distributed in Singapore and an online portal at www.photoi.org to fan the passions of our photography enthusiasts to the next level.



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