



PROFESSIONAL
photographer
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The Professional Photographer Hot One Awards honor the photography industry's best new products for professional application. The mission of the awards is to provide Professional Photographer magazine's readership with a compendium of the newest, hottest, most innovative products available. Each year, Professional Photographer editors oversee a submission and judging process that calls on companies in all subfields of the photography industry. For the 2008 awards, nearly 150 companies competed in 58 categories. There were more than 220 total products entered in the contest, making this the biggest Hot One Awards ever.

A panel of 18 judges voted on products that ranged from digital cameras to inkjet printers to educational resources. The judges are all practicing professional photographers, and none are employed by Professional Photographer. The judges were asked to vote only on categories that fit within their areas of expertise. For example, some judges voted on digital cameras, software and lighting equipment. Others voted on film, paper and presentation devices. By conducting the judging in this manner, Professional Photographer was able to provide a premium level of expertise for the judging of each category.

Quote from Jeff Kent, Hot One Editor, Professional Photographer magazine:

"As the Hot One Awards continue to expand, the competition for each category has heated up accordingly. For the 2008 awards, we had more than 220 total products entered in 58 categories by nearly 150 companies. That makes the 2008 Hot One Awards one of the biggest, most comprehensive photographic product competitions in the industry. Winners of a 2008 Hot One Award should be proud that they have achieved recognition in such a competitive and high-profile award process.

Looking at this year's award winners, we see a collection of advanced, forward-thinking products. The needs of the modern photographer have been taken into account in each and every one of these items. They demonstrate an ideal combination of technical sophistication and user-friendly design. The 2008 Hot One Award winners represent the best of the best in terms of advanced features, usability and value for price."