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【PRESS RELEASE】

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CAMERA JOURNAL PRESS CLUB
(C.J.P.C/Tokyo, JAPAN)
<http://www.cjpc.jp>
press09@cjpc.jp



Camera Journal Press Club
JAPAN
Camera Grand Prix Desiding Committee

CAMERA JOURNAL PRESS CLUB

CAMERA GRAND PRIX 2009 JAPAN

Camera Journal Press Club

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Camera Grand Prix - Outline -

The Camera Grand Prix marked its 25th anniversary last year. Taking this opportunity, some changes were made on its awards. “Camera Grand Prix” became the event name, rather than the title of a single award. CAMERA GRAND PRIX and CAMERA PRESS CLUB SPECIAL PRIZE were renamed “Camera of the Year” and “Editors Award,” respectively. Also from last year, the “Readers Award” was newly established, the winner for which was selected by general readers’ votes.

The Camera Grand Prix is held by the Camera Journal Press Club, or C.J.P.C. (established in September 1963, formed by twelve publications as of May 2009), a group of technical editors from photography and camera magazines. Under the operation of C.J.P.C.’s executive committee, a judging committee is organized to select the best still camera introduced on the Japanese market within the past year, which will then be awarded the Camera Grand Prix “Camera of the Year.”

The judging committee consists of C.J.P.C. members, editorial directors (or publishers) of related publications, external committee members outsourced by the Camera Grand Prix executive committee, and special committee members including academic experts, technical writers, professional photographers, and representatives of photo-related organizations. This year, a total of 61 individuals were involved in the selection process. They reviewed 184 models of cameras which were released in Japan from April 1, 2008 to March 31, 2009.

The selection of “Editors Award” is made after the “Camera of the Year” was decided, from all entries and photographic products and equipment, except the one which won top prize. The selection is made under a council system by C.J.P.C. members whose task it to find outstanding products that have popular, topical and innovative appeals.

CAMERA GRAND PRIX 2009

“Camera of the Year”

Canon EOS 5D Mark II (Canon Inc.)

The award went to a DSLR, Canon EOS 5D Mark II. This marked the 8th consecutive award won by DSLR cameras, following the last year’s winner, Nikon D3. Also, this was the 8th win for Canon, the first time in 6 years since its EOS-1Ds won the award in 2003.

“Readers Award”

Nikon D700 (Nikon Corporation)

The Readers Award went to Nikon D700. The camera maker won the award for the second consecutive year. This award was newly established last year, in celebration of the 25th anniversary of the Camera Grand Prix. The winner is selected by general readers’ votes. This year, the poll was taken through e-mails during the voting period from March 19 to 31.

“Editors Award”

Panasonic LUMIX DMC-G1 (Panasonic Corporation)

Casio HIGH SPEED EXILIM EX-FC100 (Casio Computer Co., Ltd.)

The Editors Award marked its 20th selection this year. After the council of C.J.P.C. members, the above two products were selected as the 2009 winners.

“Camera of The Year”

Canon EOS 5D Mark II

Company: Canon Inc.

Remarks Upon Selection

Three years have passed since the company’s mid-range DSLR and remarkable long-selling product, EOS 5D, was marketed. EOS 5D Mark II was released in November 2008 in response to consumers’ expectations. The new product is not just a successor but also equipped with various advanced performance and functions including the newly designed 35mm full-frame 21.1 megapixel CMOS sensor, new DIGIC4 processor, sophisticated live view, 3.0” VGA resolution LCD, all of which make it a highly evolved model from the former one in all aspects including image quality and usability. The product is the first EOS with full HD movie recording capability which allows it to capture highly descriptive images and movies while providing incredible cost performance. It is the most impressive digital SLR of 2008, the year marking the dawn of full-frame DSLRs.

The EOS 5D Mark II’s Major Features:

- 21.1 megapixel 35mm format CMOS sensor
- Next generation 「DIGIC4」 image processor
- Wide range ISO setting of 100-6400, expandable to ISO25600
- High performance with 3.9fps continuous shooting.
- New 98% coverage viewfinder
- Full HD video capture at 1920x1080 resolution at 30 fps
- 3.0-inch Clear View LCD(920,000 dots/VGA) monitor
- Advanced EOS Integrated Cleaning System
- More evolved high ISO/long time exposure noise reduction
- Highlight Detail/Highlight Tone Priority function
- Lens Peripheral illumination Improvement
- Auto Lighting Optimizer

Although the camera is equipped with various features that are as good as or sometimes better than flagship models, it is provided at an affordable price that amateurs will pay. Also, it now has the HD movie recording functionality to which Canon maximized its accumulated know-how on video cameras. Based on these aspects, the deciding committee highly appreciated that the camera was the one which clearly showed the direction of future digital SLR cameras and judged the camera to be qualified for the “Camera of the Year”.



“Readers Award”

Nikon D700

Company: Nikon Corporation

Remarks Upon Selection

Last year, this new award was established in commemoration of Camera Grand Prix’s 25th anniversary. And this year, the camera general users voted for most was the Nikon D700. So many comments came from readers about the reason for their choice. The following represent the readers’ comments:

- It made high sensitivity shooting much easier. Also, its functionality as a mid-range model is quite satisfactory! This is the camera that you can casually enjoy among 35mm full-frame models. (Tokyo, age 55)
- Its high sensitivity feature is overwhelming. There is none better than this camera for shooting stars! This is a revolutionary camera offering amateurs almost the same functions as D3’s basic elements. (Tokyo, age 37)
- Optimal in size, high sensitivity support, pixel numbers, continuous shooting speed, and cost performance. Flexibly responds to every situation, and records it. D700. That’s my “partner.” (Fukuoka, age 51)
- I chose this camera because it is the digital SLR with a full-frame image sensor that allows high sensitivity shooting, despite its low cost. (Kanagawa, age 38)
- Best of all, it has a wide sensitivity range. You have more opportunity to shoot even when you don’t have a tripod with you. You hardly miss your shooting opportunities. (Osaka, age 67)
- It is the most versatile camera among full-frame models. Its metering, AF and shutter capabilities are better than its rival models. And it’s easy to handle. (Shiga, age 60)
- It’s a full-frame which looks like D300, but has the features of D3. High quality of work that is typical of Nikon. I fell for it instantly. (Tokyo, age 39)
- It’s inexpensive for a camera of full-frame 35mm format. It especially excels at high sensitivity settings. (Osaka, age 52)
- I love Nikon and wanted to get a camera of this brand. When one of my friends recommended D700, I bought it on the impulse associated with a cash-back sales campaign. It’s actually easy to use and I was surprised to find I could take pictures very well! Therefore, why this is the best camera is that it’s a Nikon and it’s the D700. (Tokyo, age 27)



Readers Award

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“Editors Award”

Panasonic LUMIX DMC-G1

Company: Panasonic Corporation

Remarks Upon Selection

It was released in October 2008 as the world's first full-time live view interchangeable lens digital camera. It is equipped with a lot of revolutionarily high capabilities including using the new Micro Four Thirds protocol, mirror-less structure, uniquely-developed 12.1 megapixel Live MOS sensor, Venus Engine HD, dust reduction system, and easily viewable live view finder, a 3.0-inch free-angle LCD monitor. It also positively employs the functions and operational performance maximizing the manufacturer's know-how in its compact cameras. It marked the creation of a new category of cameras, one which stands somewhere between digital SLRs and compact digital cameras, and finally allowed the photography world to break away from the spell that film SLRs had long held over it.

The LUMIX G1's Major Features:

- 4/3-type 12.1-megapixel Live Mos sensor
- New Venus Engine HD imaging processor
- Compact, mirror-free design
- New Micro Four Thirds System Protocol
- Three body color variations line-up (black, red and blue)
- The full-time Live View
- High-resolution 1,440,000-dot equivalent Live View Finder
- The 3.0-inch LCD can swivel 180 degrees horizontally and 270 degrees vertically
- Intelligent Auto Mode (Trust iA Mode)
- Activate AF Tracking
- My Color Mode is a special option that gives free rein to the user's creativity
- Film Mode is options of picture taste with the nine functions
- Four type of Auto Focus modes
- The system camera with is compatible with any interchangeable lens via adapter thanks to its short flange back
- The cooperation with full High-Definition [HD PHOTO], flat television[VIERA] , Blu-ray Disc recorder[DIGA] and the like

The editors chose this camera as they highly appreciated that it familiarized lens-interchanging digital cameras to women and novice end-users, and it made the lens-interchanging digital camera a more accessible everyday tool



Editors Award

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“Editors Award”

Casio HIGH SPEED EXILIM EX-FC100

Company: Casio Computer Co., Ltd.

Remarks upon selection

A high-speed digital camera EXILIM PRO EX-F1 (released in March 2008) created new shooting capabilities with its 60 fps ultra-high speed continuous shooting and high speed movie recording, up to 1200 fps. The high-speed capabilities made further progress in the HIGH SPEED EXILIM EX-FC100, which was released in February 2009. The EX-FC100 has ultra-high speed continuous shooting and high-speed movie capabilities packed within its remarkably downsized sensor unit and substrate. The smaller and lighter body, only 22.6mm thin, was achieved through an improved thermal management. An entry-level model of high performance, it became an icon leading the popularization of the high-speed photo culture. It offers various superb functionality including 30 fps high-speed continuous shooting, high-speed movies of up to 1000 fps, and 9.1 megapixel CMOS sensor and anti-shake capability.



The HIGH SPEED EXILIM EX-FC100' Major Features:

- 9.1 megapixels high-speed CMOS sensor
- High-Speed Burst Shooting function take up to 30 shots per second
- Slow Motion View function, High-Speed Best Selection, Pre-record mode, High-speed Night Scene function and High-speed anti-shake
- High-speed movie recordings of movements 1000fps
- CMOS-sift image-stabilizer
- Time-lag correction
- High-performance 2.7inch TFT color display
- The Face Detection function
- 21 BEST SHOT scenes
- Wireless LAN[Eye-Fi] corresponded

The EX-FC100 is credited with leading compact cameras to the present trend and clearly providing general users access to the world of high-speed movies. Also, it allows us to find new possibilities in the world of digital photography, and to see the potential draw of digital cameras. The editors highly appreciated those points and gave the Editors Award to the camera.

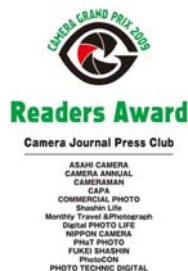
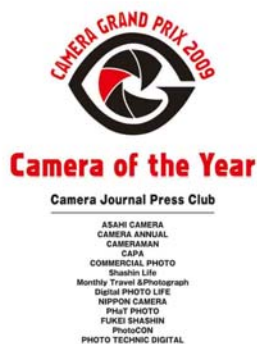
Camera Grand Prix 2009 and award logos – terms & conditions of use -

The following Camera Grand Prix 2009 logos, image files of awarded products and plaques can be downloaded from C.J.P.C. website at <http://www.cjpc.jp/>.

■ Camera Grand Prix 2009



■ Camera of the Year / Editors Award / Readers Award



No alterations allowed regarding the logo design. Each logo must be accompanied by the publications' names of C.J.P.C. The member publication names must be printed in size so that can be clearly read and identified.

If impossible to put publication names under the logo in means of space limitation, the “Camera Journal Press Club” title can be used with the Camera Grand Prix 2009 logo. However, it is necessary to mention all member publication names and Camera Grand Prix Deciding Committee within the article.

English logos are available for news purposes outside of Japan. For the articles and news released for the Japanese market, please use Japanese logos only.

On color printing pages, please use the following designated colors:

Y100 & M100 for red / C100 for light blue / C90 & Y100 for green

On monochrome printing pages, please print 100% in black and 50% black for colored areas.

■ All inquiries

Camera Journal Press Club /JAPAN

Website <http://www.cjpc.jp/>

Email: press09@cjpc.jp

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