

SONY

For Immediate Release

The Sony Alpha Awards return for 2020



Grand Prize Winner of the 2019 Sony Alpha Awards, 'Fresh Ice, Liquid Salt', taken by James Muir (New Zealand)

AUCKLAND, 7 February 2020 - The 2020 Sony Alpha Awards are open for a fifth year, celebrating the spectacular imagery captured on Sony cameras and lenses. The Alpha Awards aspire to drive creativity, reward professionals and enthusiasts alike, and showcase the greatest photography work captured on Sony Alpha cameras and lenses, across Australia and New Zealand.

This year's competition aims to represent even more of the diverse range and passions of Sony photographers; entrants can submit their work across eleven categories, including; **Astrophotography, City/Street, Compact Camera, Creative, Editorial, Landscape, Nature, Portrait, Seascape, Sports and Wedding.**

Over \$30,000AUD worth of Sony camera gear will be available to win at the 2020 Alpha Awards - including \$2,000AUD of Sony digital imaging gear per category, and each of the category winners being in with the chance to win the overall Grand Prize of Sony digital imaging gear to the value of \$10,000AUD.

Jun Yoon, Head of Digital Imaging, Sony Australia and New Zealand comments: *"We are thrilled to announce the launch of the annual Sony Alpha Awards for 2020. Last year we were blown away by the calibre of over 4000 entries, so we can't wait to see the fantastic submissions this year.*

We are also excited to introduce the Compact Camera category, to showcase the incredible work captured using our premium fixed-lens cameras, and provide a platform for all of our talented photographers, no matter their gear of choice."

In addition to the main competition, the standalone Youth competition will run for a third time this year, with the theme “Evolution”. This competition aims to recognise inspiring young New Zealand photographers aged 11-18 years old. To enter, applicants can submit photos captured on any device, whether that’s a camera, tablet or smartphone, then upload to Instagram. Entrants have a chance to share in a prize pool valued at over \$5000AUD, which includes a range of Sony Alpha camera gear and an all-inclusive trip to the Alpha Awards ceremony in Sydney. For further details on the Youth competition, please visit the [Youth Competition page](#).

All applicants for the Open categories can submit up to five photos through the [Alpha Awards competition page](#). Eligible images must be taken with Sony Alpha cameras (body and lens), or a Sony fixed-lens Compact Camera (Compact Camera category only). Submissions will close on **24 May, 2020**.

-END-

NOTES TO EDITOR:

All entries to the Sony Alpha Awards are free via the [Alpha Awards competition page](#) (for the Open categories) and via Instagram (for the [Youth Competition page](#)).

Please visit the website for rules and conditions of entry.

Key dates:

- 5 January, 2020 (12:01AM AEDT) - entries for the Alpha Awards open
- 24 May, 2020 (11:59PM AEDT) - entries for the Alpha Awards close
- From 8 June, 2020 - finalists contacted
- 25th June, 2020 - winners announced

2020 Sony Alpha Awards - Prize and Category Summary

Prizes:

- Grand Prize: Sony digital imaging gear to the value of \$10,000AUD
- Category Prize Winners: Sony digital imaging gear to the value of \$2,000AUD
- Youth Finalist Prize: Includes Sony camera and lens kit, plus all-inclusive trip to Sydney for each Youth category finalist, to the value of \$3700AUD
- Youth Category Prize: Sony digital imaging gear to the value of \$2,000AUD

Categories:

Astrophotography

A photograph that prominently features the night sky.

- Composite images that do not alter the explicit content of the image are allowed (i.e. exposure blending, colour compositing, dark frame subtraction).
- Pure starfield images may be submitted, but judging will be based on aesthetic and pictorial criteria; advanced astronomy work may not be highly awarded.

City / Street

This category covers any image that documents life in an urban centre. Both people and places will be considered.

Compact Camera

A category to celebrate photos captured on Sony fixed-lens cameras. The Compact Camera category has a theme of “Discovery” in 2020, for entrants to interpret as they wish, across all genres. This is a new category for 2020.

Creative

A category which rewards originality, experimentation and imagination, Creative is for photo-composite images. Any number of photos can be used and edited together to form an image of a subject, object, environment, idea, or concept. All elements used in the composite must be captured by the submitting photographer, and should the submission reach the final round of judging, entrants will be required to submit the original layered file and/or contributing images. This is a new category for 2020.

Editorial

Submitted images should be drawn from a body of work, commissioned or otherwise. Subject matter can range from commercial work to photo reportage documenting current affairs, newsworthy events, etc. For an image which reaches the final stage of judging, the photographer will be required to submit the full body of work for context. This is a returning category for 2020.

Landscape

A photo of a place and/or thing. Photo compositing in this category for technical purposes will not be penalised. Photographs that qualify for consideration in Astrophotography or Seascape are unlikely to receive an award in this category.

Nature

A photo of the natural living world. Animals, plants, fungi - if it's alive, it counts. Domesticated animals and animals in clearly artificial settings or captivity are unlikely to be awarded.

Portrait

A photo of a person who is aware of the photographer and participating in the creation of the photo. Judging in this category will reward photos that reveal more than just the surface of the subject. Candid photography is not considered in this category.

Seascape

A landscape photograph that prominently features the sea.

Sports

A photo of a sport being played, or related to the culture of a sport.

Wedding

Photography documenting a wedding. Documentary work related to a wedding will also be considered.

About Sony mirrorless range: Sony is the leader in mirrorless with 13 camera bodies (8 full-frame & 5 APS-C) and 54 lenses (34 full-frame & 20 APS-C lenses) available in market in New Zealand. The Alpha mirrorless “One Mount” (E-mount) system give you an unmatched range of creative options.

Sony Scene is an online platform for photographers and content creators. Make the most of this amazing craft and explore an exciting range of workshops, events, competitions, articles and resources at: [Sony Scene](#)

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony New Zealand Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes

BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony New Zealand visit www.sony.co.nz

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

Social Media: Stay up-to-date with Sony New Zealand competitions, events, product reviews and videos via Facebook - www.facebook.com/SonyNZ, Instagram www.instagram.com/SonyNZ and YouTube www.youtube.com/SonyNZ