



The Hot One Awards showcase the most advanced, useful tools on the market

A high-tech state of mind

There are two schools of thought on technology. The first prescribes using existing technology as long as possible: Save money, wait until the system is obsolete. The second declares that technology is a tool, and new tools should replace old ones the minute they're available: The cost will pay off in greater efficiency, broader functionality, and staying ahead of the competition.

Professional photographers have largely belonged to the second school, embracing and mastering new technology, and never at the expense of artistry. The Hot One Awards reflect not only the technology in the photographic industry, but the spirit of the photographers as well. The Hot One judges, professional photographers themselves, evaluated myriad entries in this ninth annual event to vote on the best of the year's new and upgraded products and services.

We hope you'll be as eager to see what they chose as we were. Here's to putting these wondrous tools to the most artistic of uses!

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CAMERAS

**DIGITAL SLR (35MM STYLE)
LESS THAN \$1,000**

IT'S A TIE!

Pentax K100D Super

In the K100D Super, Pentax provides a full-featured, technologically advanced SLR at an affordable price. The K100D Super is compatible with all Pentax

lenses and can be adapted to screw mount and 645/67 lenses (adapter sold separately). It features shake reduction

technology, a 2.5-inch LCD with 210,000-pixel resolution and a dust removal system to keep the CCD surface clean. The K100D Super has a 6.1-megapixel APS-C size CCD, an 11-point autofocus mechanism and 16-segment multi-pattern metering. The pentamirror viewfinder provides a 96-percent field of view with 0.85X magnification.

Price: \$519.95, body only; \$599.95 with 18-55mm lens.
www.pentaxslr.com



Olympus Evolt E-510

The Olympus Evolt E-510 portable digital SLR has a 10-megapixel Live-MOS sensor. The camera's mechanical image stabilization with Supersonic Wave Drive technology provides blur-free images, while the Live View LCD allows you to compose shots from a variety of angles. The E-510 is compatible with more than 30



PRESENTATION

CONTEMPORARY/ UNMATTED PHOTO ALBUM

AsukaBook Book Bound EX in Varnish

AsukaBook continues its popularity in this category with Book Bound EX in Varnish. The regular EX took home the prize last year, and AsukaBook's addition of a

varnish finish

and the new 11x12.5-inch size lands it the award again. The EX line of coffee-table-style books features the same design on the book jacket and the hard cover underneath. Inside laminate pages are available in matte or glossy finish. EX books come in high-gloss red or black cases with personalized hot stamping. **Price: \$175 to \$262, depending on size and design.** www.asukabook.com

DISPLAY ITEM

IT'S A TIE!

Finao Seldex Image Portfolio

The judges were impressed by these unique, custom-designed, personally branded image

portfolios from Seldex Artistic Albums. These boxes come completely wrapped in an image from the photographer, printed on either canvas or silk. Every print is treated with a protective coating to increase the longevity of the portfolio. Inside, there are 15 rag mats with bevel-cut openings for image display.

Price varies from \$16.40 to \$162.60. www.finaoonline.com

Collages.net Gallery Wrap

Part of a wave of new products introduced by Collages.net in 2007, Gallery Wraps won praise from our judges as a high-quality display option for contemporary images. Each gallery wrap comes on a 1.5-inch wooden stretcher and is finished with a protective coating. Collages.net wraps the image around the sides of the frame for full image display. Photographers can use an online interface to preview

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images in the gallery wrap format. Collages.net technicians take care of the production end.

Price: Varies with image size. www.collages.net

FRAME

IT'S A TIE!

Digital Foci Image Moments IMT-083

We know there are some great traditional frames out there, but the digital displays just



keep winning. This year, we have a tie. The Digital Foci Image Moments IMT-083, a new addition to Image Moments line that won last year, provides digital image display on a selection of interchangeable frames. Memory cards can be inserted directly into the unit, which displays the images on an 8-inch, 800x600-pixel LCD screen with a 500:1 contrast ratio. With 256MB of internal memory, the new Image Moments frame stores as many as 1,500 images. An auto slideshow feature automatically scrolls through the images in a set sequence. **Price: \$199.** www.digitalfoci.com

JOBO Photo Display PDJ701

JOBO grabbed the judges' attention with the new Photo Display PDJ701, a digital frame with a 7-inch, 800x480-pixel TFT color LCD with a contrast ratio of 400:1. The Photo Display PDJ701 earns points for its impressive cache



of internal memory—1GB to hold more than 10,000 pictures. Like Image Moments, the JOBO frame can display images directly from memory cards, and has an automatic slideshow feature. **Price: \$179.** www.jobo.com

NOVELTY OR ADD-ON SALES ITEM

eMotion Designer Picture Shows

Professionally produced eMotion Media Designer Slideshows are broadcast-quality photo presentations with such features as high-end title sequences, 3D animation,

