



Winning shots:
The three winning pictures from Team PhotoDJ: (clockwise from bottom left) An image of KLCC reflected on Smith's sunglasses, a friendly mamak stall owner making *teh tarik* and a traffic police officer on duty.

Shutterbugs in search of a winner

Contest to promote the imaging functions of the new Sony Ericsson K800i

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TWO hours to capture a winning picture using the new Sony Ericsson K800i. That was what was required of the participants in the *There's More to Malaysia than Meets the Eye* photography contest.

Organised by Sony Ericsson, the contest was aimed at promoting the imaging functions of the phone. The K800i is equipped with the Cybershot technology boasting 3.2 megapixel quality images. Not only that, the phone also has autofocus to capture still shots, Xenon Flash for dark conditions, Red-Eye Reduction, Image Stabiliser, and Image Clip Editing.

One of the highlights of the phone is the BestPic feature that is perfect for capturing moving objects. The function captures nine frames simultaneously so users can choose the best image from the lot.

With phones that had all these features in hand, the competing teams ventured out in the vicinity of Kuala Lumpur to capture the photo that best fits the theme. All the teams were named after the phone's functions, like BestPic and VideoJ.

The teams of two were given a transport allowance and they could use any mode of transportation to travel around Kuala Lumpur. Many of the participants chose areas like KLCC and Petaling Street to represent the core of Malaysia in their images.

At the end of the competition, the participants had to submit three of



Winning team: Smith and Cheing of Team PhotoDJ reviewing the images they captured.

their best photos using PictBridge technology, which allows images to be easily transferred and printed using imaging printers.

All the photos were judged based on five criteria: relevance to theme, composition, focus, lighting and creativity.

Team PhotoDJ, comprising David

Cheing from PC Mag and Adam Smith from Stuff Mag, emerged champions with their pictures of a man making *teh tarik*, a traffic policeman on duty, and the reflection of KLCC on the lens of Smith's sunglasses. The two writers took home a K800i each, while the other prize winners walked away with K610i and W300i phones.