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新聞稿 PRESS RELEASE

15-Dec-2011

([English version click here](#))

蔡司宣佈舉辦 2011 攝影比賽 “每一刻都有一個故事”

參賽截止日期為 2012 年 1 月 15 日在 Flickr 相片分享社群

德國，奧伯科亨，2011 年 12 月 15 日

每一刻都有一個故事——這是卡爾蔡司 2011 攝影比賽的主題，今天正式舉行。所有參賽的作品都必需使用蔡司鏡頭來拍攝，不論是使用單反鏡頭或是配備蔡司鏡頭的智能手機。

主題

卡爾蔡司相機鏡頭部市場推廣主管 Martin Dominicus 說“我們正在尋找那非常獨特的一刻，不單期待看到您拍攝的主題，而且還要看到它背後的故事。每個生命、每個環境亦或每一處地點，都充滿這獨特的一刻。能夠捕捉這獨特一刻必需洞悉其背後的故事——這正是，也一直是攝影藝術最高境界。”

卡爾蔡司鼓勵世界各地的攝影師們去尋找獨特的一刻恰當地表達這一主題，呈上最好的照片參賽。能夠在這獨特的一刻按下快門將它捕捉下來以影像傳情就像傳奇的攝影大師 Henri Cartier-Bresson 做的。他永遠都知道需要什麼影像，需在何時按下快門。Dominicus 說：「Cartier-Bresson 能夠毫無錯誤地表達那一刻的故事。我們期待著參賽者們以獨自的風格來拍攝生命中每一天那獨特的一刻。」

與往年相同，比賽場地仍是全球著名的在線相片分享社群 Flickr。參賽者必需將最好的照片，能夠表達“每一刻都有一個故事”這個主題，上載到卡爾蔡司集團在 Flickr 的官方社群(<http://www.flickr.com/groups/carlzeisslenses>)，並將相片標籤為“ZEISSContest2011” (如未曾擁有 Flickr 戶口，請先登記新的免費戶口：<http://www.flickr.com/signup/>)。

查詢詳情和參賽規章請瀏覽：<http://www.zeiss.com/photo/contest>

卡爾蔡司博客：<http://blogs.zeiss.com/photo/en/?p=1084>



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評審

攝影師或愛好者需于 2012 年 1 月 15 日星期日或之前將參賽作品遞交至 Flickr。然後，評審團，包括卡爾蔡司的員工和專業攝影師，會篩選出一些最好的照片。評委之一是著名的斯洛伐克攝影師和研究員 Filip Kulisev，他以非凡的風景攝影榮獲多個國際性攝影獎項。

評委會以照片的構圖和最能表達主題來為作品評鑒，得分最多的照片將會進入第二段評審。Flickr 社群會從篩選出的候選作品中選出十張最好的。作品會以“最好”作為標記，獲得最多“最好”標記的便成為冠軍。

獎品

冠軍：得獎者可自選任意一支蔡司鏡頭（ZE 或 ZF.2 卡口）並會特別刻上得獎者的姓名，連同卡爾蔡司 T* UV 濾片一塊、卡爾蔡司相機帶一條和卡爾蔡司鏡頭清潔套裝一套。

亞軍：可獲得配備卡爾蔡司 Tessar 鏡頭的諾基亞 Lumia 800 智能電話一部。

季軍：可獲得配備卡爾蔡司 Vario-Tessar 鏡頭的索尼 Cyber-shot DSC-TX55 數碼相機一台。

第四名：可獲得配備卡爾蔡司 Tessar 鏡頭的羅技高清網絡攝像頭 Pro C910 一台。

第五和六名：可獲得卡爾蔡司相機帶一條、卡爾蔡司背包一個、卡爾蔡司腕表一支、卡爾蔡司雨傘一把和卡爾蔡司鏡頭清潔套裝一套。

第七和八名：可獲得卡爾蔡司相機帶一條、卡爾蔡司雨傘一把和卡爾蔡司鏡頭清潔套裝一套。

第九名：可獲得卡爾蔡司相機帶一條和卡爾蔡司鏡頭清潔套裝一套。

第十名：卡爾蔡司鏡頭清潔套裝一套。



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2011 攝影比賽豐富的獎品包括：
冠軍可自選任何一支蔡司鏡頭（ZE 或 ZF.2 卡口）；

亞軍可獲得諾基亞 Lumia 800 智能電話；

季軍可獲得索尼 Cyber-shot DSC-TX55 數碼相機。

卡爾蔡司相機鏡頭博客：

<http://www.zeiss.com/photo/blog>

卡爾蔡司集團在 Flickr 的官方社群：

<http://www.flickr.com/groups/carlzeisslenses>

卡爾蔡司在 Facebook：

<http://www.facebook.com/carlzeisslenses>

卡爾蔡司在 Twitter：

<http://www.twitter.com/carlzeisslenses>

諾基亞 Lumia 800 智能電話：

<http://www.nokia.com.hk/find-products-tc/products/nokia-lumia-800>

索尼 Cyber-shot DSC-TX55 數碼相機：

<http://www.sonystyle.com.hk/ss/product/cybershot/tx55/index.jsp>

羅技高清網絡攝像頭 Pro C910：

<http://www.logitech.com/zh-hk/webcam-communications/webcams/devices/6816>



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往年攝影比賽的主題“光線是我的語言”：

http://lenses.zeiss.com/photo/en_DE/other/galleries/competition_2010.html


有關評判 Filip Kulisev 的更多信息：


<http://www.amazing-planet.com>

更多信息：www.zeiss.de/photo

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關於卡爾蔡司公司

卡爾蔡司集團是國際知名的公司，業務遍佈全球，涉及光學鏡片及光機電行業。於 2010/11 年度卡爾蔡司集團於全球擁有約 24,000 名員工，為公司帶來 42 億 3700 萬歐元的總營利。卡爾蔡司在全球各地的工業上、科研上、醫療科技上和一般消費者的光學用品上的科技貢獻，已超過 160 年，並為世人優化生活的素質。

以嶄新的技術和尖端的科技，卡爾蔡司在半導體生產技術、工業測量、顯微鏡、視光和一般消費者的光學用品上都有極成功的發展。卡爾蔡司在世界各地超過 30 個國家擁有約 30 個生產基地和超過 50 個銷售和維修服務點。

卡爾蔡司以蔡司品牌研發、分銷及服務生物醫學研究及醫療科技產品，及工業用半導體產品、自動化器材、機械產品、天像儀、望遠鏡、相機鏡頭及電影拍攝鏡頭廣泛地於世界各地使用。卡爾蔡司集團是由 Carl Zeiss Stiftung (Carl Zeiss Foundation) 全資擁有。1846 年成立於耶拿 (Jena)，總部位於德國的奧伯科亨。

查詢詳情請瀏覽：www.zeiss.de/press

*** 翻譯以英文版及德文版為準。**



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(中文版按這裏)

Carl Zeiss launches 2011 photography contest: “Every moment tells a story”

Entries until January 15, 2012 on Flickr photo community

OBERKOCHEM, Germany - December 15, 2011

Every moment tells a story. That is the theme of the Carl Zeiss Photo Contest 2011, which was launched today. Anyone can enter the contest provided the photos are shot with a ZEISS lens. It also does not matter if the photographer uses an SLR reflex camera or a smartphone with a ZEISS lens.

The theme

“We are looking for that moment when you not only see a subject, but also a story. We are searching for that very special moment,” says Martin Dominicus, Head of Marketing of the Carl Zeiss Camera Lens Division. “Every life, every situation and every place is full of such moments. The ability to capture a moment in such a way that you recognize the story behind it — this is, and has always been, the high art of photography.”

Carl Zeiss encourages photographers from around the world to look for moments that fit the theme, and to submit their best image. The ability to consciously stage a moment of time into an image and press the shutter button at just the right time was mastered by the legendary photographer Henri Cartier-Bresson. He always knew what image he wanted to depict when the shutter was released. “Cartier-Bresson had an unmistakable way of expressing the story of a moment. We look forward to seeing how the participants of our photography competition capture the moments of everyday life in their own individual style,” says Dominicus.

As in 2010, this contest will again take place on the global online photo community Flickr. Participants should upload their best image to the theme “Every moment tells a story” on the official Carl Zeiss group on Flickr (<http://www.flickr.com/groups/carlzeisslenses>) and tag it with the keyword “**ZEISSContest2011**” (if you do not have a Flickr account, please create the account at : <http://www.flickr.com/signup/>).

For more information about the contest and the terms of participation, visit :
<http://www.zeiss.com/photo/contest>

Carl Zeiss blog :
<http://blogs.zeiss.com/photo/en/?p=1084>



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The jury

Photographers and photo enthusiasts have until Sunday January 15, 2012 to submit their images on Flickr. Subsequently, the jury, consisting of Carl Zeiss employees and professional photographers, will shortlist the best images. One of the jury members will be the well-known Slovak photographer and researcher Filip Kulisev, who has received several international photography awards for his spectacular landscape photography.

The highest number of points will be given to images that have been consciously composed and in which one can recognize a story. The Flickr community will select the ten best images from the jury's shortlist by designating them as a "favorite". The images that receive the most "favorites" on Flickr will win.

The prizes

- 1st prize: A ZEISS lens of the winner's choice (ZE or ZF.2) with exclusive engraving + Carl Zeiss T* UV filter + Carl Zeiss camera carrying straps + Carl Zeiss Lens Cleaning Kit
- 2nd prize: Nokia Lumia 800 smartphone with Carl Zeiss Tessar lens
- 3rd prize: Sony Cyber-shot DSC-TX55 digital camera with Carl Zeiss Vario-Tessar lens
- 4th prize: Logitech HD Pro webcam C910 with Carl Zeiss Tessar lens
- 5th and 6th prizes: Carl Zeiss camera carrying straps + Carl Zeiss knapsack+ Carl Zeiss watch + Carl Zeiss umbrella + Carl Zeiss Lens Cleaning Kit
- 7th and 8th prizes: Carl Zeiss camera carrying straps + Carl Zeiss umbrella + Carl Zeiss Lens Cleaning Kit
- 9th prize: Carl Zeiss camera carrying straps + Carl Zeiss Lens Cleaning Kit
- 10th prize: Carl Zeiss Lens Cleaning Kit



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Carl Zeiss launches its 2011 photo contest "Every moment tells a story"



Attractive prizes in 2011 photo contest:
The winner receives a ZEISS lens of his or her choice (ZE or ZF.2);

the second-prize winner a Nokia Lumia 800 smartphone;

the third-prize winner a Sony Cyber-shot DSC-TX55 digital camera.

Carl Zeiss Camera Lens Blog :
<http://www.zeiss.com/photo/blog>

Carl Zeiss Gruppe on Flickr :
<http://www.flickr.com/groups/carlzeisslenses>

Carl Zeiss on Facebook :
<http://www.facebook.com/carlzeisslenses>

Carl Zeiss on Twitter :
<http://www.twitter.com/carlzeisslenses>

Nokia Lumia 800 :
<http://www.nokia.co.uk/gb-en/products/phone/lumia800>

Sony Cyber-shot DSC-TX-55 :
<http://store.sony.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10551&storeId=10151&langId=-1&productId=8198552921666367255>

Logitech HD Pro webcam C910 :
<http://www.logitech.com/en-us/notebook-products/webcams/devices/hd-pro-webcam-c910>



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Last's year's contest : "Light is my language"

http://lenses.zeiss.com/photo/en_DE/other/galleries/competition_2010.html

More about jury member Filip Kulisev :

<http://www.amazing-planet.com>

More information: www.zeiss.de/photo

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About Carl Zeiss

The Carl Zeiss Group is an international leader in the fields of optics and opto-electronics. In fiscal year 2010/11 the company's nearly 24,000 employees generated revenue of about 4.237 billion euros. In the markets for Industrial Solutions, Research Solutions, Medical Technology and Consumer Optics, Carl Zeiss has contributed to technological progress all over the world for more than 160 years and enhances the quality of life of many people around the globe.

With its innovative technologies and leading-edge solutions, Carl Zeiss is successful in the fields of Semiconductor Manufacturing Technology, Industrial Metrology, Microscopy, Vision Care and Consumer Optics/Optronics. Carl Zeiss is represented with around 30 production and over 50 sales and service sites in more than 30 countries worldwide. Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany.

Further information is available at: www.zeiss.de/press