# For immediate release

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**FUJINON FUJIFILM SPONSORS NZCS AWARDS**

*At Grand Tea Room of the Heritage Hotel Auckland on Saturday 15 October 2016*

**SYDNEY, 7 June 2016** – This year heralds the exciting new NZCS Awards that will celebrate, honour, and encourage world-class cinematography in New Zealand. Based on the highly successful ACS Awards, the NZCS Awards will be celebrated at a prestigious black tie dinner in the Grand Tea Room of the Heritage Hotel Auckland on Saturday 15 October 2016.

NZCS Awards Chair, Dave Cameron ACS said: “The NZCS Awards will be a boost for world-class cinematography in New Zealand and we have received unprecedented support from companies who underpin image making in this country.”

Fujinon Fujifilm were one of the first trans-Tasman companies to offer their support and Fujifilm GM recording media and optical devices Marc Van Agten explained why saying, “Fujinon Fujifilm has been the major national sponsor of the ACS for nine consecutive years and this has provided great benefits to the ACS’ members and industry as a whole. With this in mind we are delighted to be able to support the NZCS, another great society, who puts advancing the needs of its members and the great craft of cinematography in New Zealand first. We’re looking forward to a long partnership with the NZCS as the feedback we get from cinematographers helps us develop, manufacture and refine the Fujinon lenses, such as the recently released Cabrio XK 6x20 zoom lens, which they in turn use to create their magic on the screen.”

NZCS President Richard Bluck NZCS said: “We are delighted to have Fujinon Fujifilm on board, it’s a great fit since they have such a long and productive relationship with our colleagues at ACS. In particular it’s great to have Fujinon’s Marc van Agten and Chris Royal on board, given their experience and standing in the industry, and this move will put the Fujinon brand right in front of cinematographers.”

One or more Gold, Silver, and Bronze awards will be made in each of 14 categories encouraging wide participation and providing plentiful opportunities for sponsors. The NZCS Awards will be capped by a New Zealand Cinematographer of the Year award, a best-in-show award selected by the judging panel.

“We will be celebrating the work of New Zealand cinematographers on high profile productions but equally we will be bringing to light those quiet achievers whose credits are often in the background, but who are producing high quality images in television, or for the web,” says NZCS Awards chair Dave Cameron ACS

**NZCS Award categories**

1. Student films

2. Experimental and installation

3. Music videos

4. News and current affairs

5. Magazine, lifestyle, and reality

6. Corporate and educational

7. Short films

8. Documentaries

9. Dramatised documentaries

10. Specialised cinematography

11. Commercials

12. Teleseries

13. Telefeatures

14. Feature films

For more on the upcoming NZCS Awards go to: <http://www.nzcine.com/Awards>

**Picture credit**

Fujinon Cabrio XK 6x20 zoom lens

Fujifilm GM recording media and optical devices Marc Van Agten

**Ends**

**About FUJIFILM**

FUJIFILM Australia Pty Ltd is one of 282 worldwide subsidiaries (as of 31 March 2013) owned by FUJIFILM Holdings Corporation which is the world's largest photographic and imaging company, and one of the best-known and most instantly recognisable global brands.

In the Oceania region, Fuji Xerox and FUJIFILM NZ also form part of the corporate family owned by ultimate parent company, FUJIFILM Holdings Corporation.

[**www.FUJIFILM.com.au**](http://www.FUJIFILM.com.au)

**About the NZCS**

The New Zealand Cinematographers Society (NZCS) was formed in 2008 to foster high quality cinematography across all genres and sizes of productions. Today, NZCS covers the majority of New Zealand professional cinematographers and has many members working in related fields.

<http://www.nzcine.com>