

It's Back To Basics At IRIS 2010

PHOTOGRAPHY WORKSHOP THE HIGHLIGHT OF WEEK-LONG SHOW



Steve Chong, the star of the workshop sessions giving some pointers during his presentation

Organized by Sigma with support from various participating camera and accessory brands, IRIS 2010 was held at Plaza Low Yat's Concourse last month which showcased a variety of promotions and products which could not be found anywhere else during the weekend. The show also held another attraction for shutterbugs – a day-long photography workshop during the weekend as a highlight to the event. Conducted by Steve Chong, a renowned photographer known for his conceptual and landscape work, the workshop was aimed at new photographers who need guidance and ideas to take their photography skills to the next level.

Held at the Ballroom of the Federal Hotel, participants were treated to a model shoot in the morning after a short briefing that was given by Terence Stephen, Editor-In-Chief of HWM

Malaysia as well as Steve Chong. After the two-hour poolside shooting session which featured nine stunning models was over, participants were given plenty of pointers by Steve at the poolside itself, showing them how they can interact with the models in order to get the right pose and feel in a shot.

Participants also received exclusive goodie bags during the workshop to help them improve their photography. Those who registered for the event received an IRIS goodie bag which included a T-shirt, a GP ReCkyo Charger and batteries, a three-month subscription



Terence Stephen, Editor-In-Chief of HWM Malaysia welcoming participants to the IRIS 2010 workshop

to HWM Malaysia as well as a chance to participate in an exclusive photo contest in which the new Sigma 85mm F1.4 EX DG HSM lens worth RM4688 is up for grabs. The first 50 participants even walked away with an added bonus - a Toshiba Class 6 8GB SDHC. These excellent gifts were made possible thanks to our partners, Sigma and Digital Paper.

Partners also had displays of their own at the workshop venue at Federal Hotel. Showcasing a range of lenses for Nikon and Canon mounts, APD Malaysia, the distributor for Sigma lenses allowed participants to test-drive lenses such as the 70-200mm F2.8 EX DG APOMacro HSM II, the newly-launched 17-50mm F2.8 EX DC OS HSM and the 50mm F1.4 EX DG HSM among others. Cudo Technologies (M) Sdn Bhd on the other hand showcased their Data Robotics' Drobo NAS products which allows photographers to safely store their works of art with peace of mind.



Steve showing attendees how to communicate with models during a shoot



A range of Sigma lenses were available for workshop participants to try out during the sessions



Drobo NAS products were also being promoted during the workshop as a means of securing digital image files



Participants admiring some of the work done by Steve and other photographers using Sigma equipment



Registration was the first order of the day where participants received their goodie bags with special gifts inside



Taking the photographers both new and old across a journey of eye-opening techniques and things to look for, Steve showed them how easy it is to build creative and eye-arresting photos from any situation. The participants also received on-the-spot suggestions and pointers from Steve when they were undergoing a second shooting session with the models at BB Park.

Not only were participants of the workshop enjoying themselves during the fun session with Steve Chong, visitors to the Concourse area at Plaza Low Yat were able to capture some photography tips of their own, from cleaning their cameras using Lenspen products to taking advantage of the promotions ranging from Toshiba flash memory to Benro tripods, not to mention a wide range of camera manufacturers. We extend our thanks to the participating brands; Benro, Canon, GP Batteries, HP, Lenspen, Nikon, Nissin, Olympus, Sigma, Sony, Toshiba, Vanguard as well as the following dealers; Bintang Maju Commercial Sdn Bhd, Fotokem and Foto Flash in making IRIS 2010 a great success.



Workshop participants in deep concentration



One of the models getting a fair share of attention at BB Park



Official Media: **HWM**

Official Venue: **PLAZA LOW YAT** shopping centre

Organiser: **apd**

Participating Brands: **BENRO**, **Canon**, **GP Batteries** (Powering a Greener Tomorrow), **hp**, **HIT PRINT**, **LENSPEN**, **Nikon**, **Nissin**, **OLYMPUS**, **SIGMA**, **SONY** (make.believe), **TOSHIBA** (Leading Innovation >>>), **INVENTOR OF FLASH MEMORY**, **VANGUARD**

Participating Dealers: **BINTANG MAJU COMMERCIAL SDN BHD**, **FOTOKEM**, **FOTO FLASH** (QUALITY IN A FLASH)