

PRESS RELEASE**ViewSonic Presents the 4th ColorPro Awards: "RISE" to New Heights in Photography and Videography**

Brea, California (August 15th, 2023) – [ViewSonic Corp.](#)^[i], a leading global provider of visual solutions, is thrilled to announce the launch of the 4th ColorPro Awards. A celebration of artistic expression and innovation, this year's global visual arts competition takes the theme of "RISE," inviting participants to soar to new creative heights as they capture their moments of transformation. This year's edition widens its creative scope beyond photographs to embrace videos as well, offering new possibilities for creatives to express their vision. From August 15th to September 24th, 2023, participants can submit their entries to compete for prizes exceeding US\$20,000 in value. Additionally, participants can take part in the Social Media Lucky Draw for a chance to win the ColorPro VP2756-2k monitor.

The theme "RISE" symbolizes transformative power, inviting participants to explore narratives of growth, achievement, empowerment, and resilience within. Whether conveyed through striking photographs or compelling videos, the theme offers artists a platform to captivate and inspire their audience with their visual storytelling. Notably, industry leaders SHOOTERS, PANTONE®, Capture One, Calibrite, and Shoot The Frame will collaborate, not only to host workshops and promotional activities during the Awards, but also as esteemed members of the judging panel.

"Last year, we achieved a remarkable breakthrough by transforming the ColorPro Awards into a global visual arts competition, welcoming more partners and creators into our vibrant global community," stated Oscar Lin, General Manager of the Monitor Business Unit at ViewSonic. "As we venture into the 4th ColorPro Awards with the new theme 'RISE' and the introduction of the Videography category, we aim to inspire and empower creators worldwide to pursue their moments of transformation, urging them to explore uncharted territories and achieve their artistic 'RISE.'"

Alongside the cash prize, winners will receive top-of-the-line ViewSonic ColorPro monitors, specially designed for creative professionals seeking true color accuracy and remarkable performance. Winners will also receive a suite of products and memberships designed to optimize their creative workflows. These include Capture One perpetual licenses, color management products courtesy of PANTONE® and Calibrite, and exclusive memberships from Shoot The Frame.

A distinguished panel of internationally acclaimed photographers and videographers will meticulously review the submissions, ensuring impartiality and acknowledging excellence in artistic expression. The submitted artwork will be evaluated by the panel considering its storytelling, aesthetics, creativity, relevance to the awards theme, and technical execution.

Amongst the panel are four ColorPro ambassadors and creators, invited to share their narratives of "RISE." [Luke Stackpoole](#) captures the theme through awe-inspiring photography of natural wonders, as seen from his drone during his global explorations. Photographer [Jack Harding](#) associates the concept of "RISE" with a shoot in Madeira, Portugal. Following a four-day wait for clear weather, the sunshine ignited the clouds, painting the sky with stunning colors and casting a beautiful light over the landscape. Requiring patience, this precise moment marked the culmination of the shoot.

Filmmaker [JustKay](#) presents his unique perspective on rising against the odds and confronting the unknown. His compelling short film "Take a Leap of Faith" vividly captures the turning point of his life when he chose not to attend college, bravely abandoning the conventional path to pursue his dream wholeheartedly. Echoing the theme of "RISE," filmmaker [Alice Greenfield](#)



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beautifully intertwines her love for swimming with her narrative. She conveys the solace she finds in the ocean – a rejuvenating space that clears her mind and empowers her to rise and face each day with renewed vigor.

ViewSonic ColorPro aims to inspire and encourage artistic growth worldwide. Through offering a platform for creators to share their unique visions, ColorPro provides a space for artistic expression to flourish. The ColorPro Awards stand as a testament to ViewSonic's commitment to empowering creators and nurturing emerging talents in photography and videography.

For more details about the ColorPro Awards 2023, please visit:

<https://www.viewsonic.com/colorpro/event/colorproawards2023/>

To participate in the Social Media Lucky Draw, follow the steps outlined in the official ColorPro Instagram (@colorpro).

[¶] ViewSonic International Corp., located in New Taipei City, Taiwan, is the host and sponsor of the contest. ViewSonic International Corp. is a subsidiary of ViewSonic Corp., located in California, USA.

About ViewSonic

Founded in California, ViewSonic is a leading global provider of visual solutions and conducts business in over 100 countries worldwide. As an innovator and visionary, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, pen displays, commercial displays, All-in-One LED displays, ViewBoard interactive displays, and myViewBoard software ecosystem. With over 35 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers "See the Difference." To find out more about ViewSonic, please visit www.viewsonic.com

About SHOOTERS

Shooters is a global creative community that hosts unique energy-filled events for creators to shoot, network and meet like minded people around the world. Through the power of social media the community and collective has grown into the millions since 2016 and continues to grow rapidly worldwide. There are currently 12 hubs around the world, with more launching late 2022. Welcome to our community. For more info head to @world.shooters @uk.shooters or www.worldshooters.com.

About Pantone

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone Products and Services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce Pantone Values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, and LinkedIn.

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About Capture One

Capture One delivers award winning photo software to empower image creators everywhere. With powerful editing and workflow tools, Capture One makes photo editing more seamless and precise than ever. With unmatched color handling and reliable tethered support for all major camera brands, it's preferred by pro photographers and studios worldwide.

About Calibrite

Calibrite is dedicated to providing the very best solutions for photographers, filmmakers, designers and content creators who love color and demand the very best tools for their color-critical workflow.

About Shoot The Frame

Shoot The Frame, launched in 2012, are a suite of monthly photography awards. Join professional and amateur photographers from around the globe and enter your best portrait, landscape and wildlife photos for a chance to win fantastic prizes and international exposure. <https://shoottheframe.com/>