**HONOR Magic Moments Awards 2022 Kicks Off Globally**

**with Cash Prizes up to US$10,000**

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**with a Jury of the World’s Leading Photographers**

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**with 10 Revamped Categories**

*The annual mobile photography contest welcomes everyone in the world to capture and share the magic moments of life*

**[SHENZHEN, China – April 25, 2022] –** Global technology brand HONOR today announced the commencement of the HONOR Magic Moments Awards 2022. Running from April 25 to August 25, 2022, the global mobile photography contest now opens for entries in 10 different categories. Winners will be selected by a judging panel of world-renowned photographers and industry professionals with a prize up to US$10,000 in cash. Themed around “Capture the Sparks of Life” this year, the HONOR Magic Moments Awards aims to build a platform for photography lovers to realize their creative talents, enabling them to explore and share the beauty of the world through mobile imaging technologies.



“During the first HONOR Magic Moments Awards in 2021, users in 50 countries and regions leveraged the cutting-edge photography capabilities of HONOR devices to create over 200,000 impressive works,” said **George Zhao, CEO of Honor Device Co, Ltd.** “Since then, HONOR has continued to step up its imaging technology investment. Building on our industry-first bionic horizontal dual camera design and leading performance in the ultra-wide lens and focus algorithms, we have harnessed our revolutionary multi-camera fusion photography technology with the HONOR Magic4 Ultimate topping the DXOMARK smartphone camera rankings. Through the competition, we hope to empower content creators worldwide to express themselves and capture more magic moments with our imaging innovations, together transforming the world of mobile photography and videography.”

**Revamped Categories and an International Jury of Acclaimed Photographers for Greater Impact**

Further enabling content creators to express their own unique creativity, the HONOR Magic Moments Awards 2022 comprises 10 different categories, including three all-new additions – “Green”, “Short Videos”, and “Photo Series” – to “Cityscape”, “Documentary”, “Dark Night”, “Creatures”, “Portrait”, “Landscape”, and “Abstract”. While entries to the nine other categories are required to be shot with HONOR smartphones, the “Green” category accepts works taken with mobile devices of any brands to raise the public awareness of environmental protection.

HONOR has invited well-known industry experts to act as the judges of the contest, bringing diverse professional perspectives to the evaluation of works. The judging panel of the photography categories include reputable Belgian documentary photographer Bieke Depoorter from the prominent industry organization Magnum Photos, Chinese documentary photographer Fu Yongjun, Chinese wildlife photographer Xiao Ge, Spanish commercial photographer Eugenio Recuenco, and Mexican landscape photographer Sergio Tapiro. H.Loren Nielsen, member of the Board of Directors of the Hollywood Professional Association ，will select the winners for the Short Video category, while Wang Jun, Chief Technical Expert of HONOR Imaging, will offer his technical perspectives for all the 10 categories.

Among these judges, Eugenio Recuenco has won several international photography awards，including the Golden Lion at the Cannes Film Festival (2006 and 2013) and the Gold for Best Original Photography at the El Ojo de Iberoamérica International Festival (2013). His personal style has been referred to as "cinematographic". He will create a fashion film with the Honor Magic 4 Pro. This film will be an artistic piece with a unique vision of the power of image.

**Application and Prizes**

The HONOR Magic Moments Awards 2022 covers all HONOR markets including countries and regions in Asia, Europe, Latin America, Middle East and Africa. Participants around the world can submit their entries through the contest website or social media channels from April 25 to August 25, 2022. Results will be announced on the contest website in September 2022.

The contest will present three Photographer of the Year Awards with a cash prize of US$10,000 each. With two winners from each of the 10 categories, 20 Excellence Awards and 20 Recommendation Awards will be selected. Each winner of the Excellence Award and the Recommendation Award will receive a cash prize of US$1,500 and an HONOR Magic4 Pro respectively.

For further details, please visit <https://www.hihonor.com/magic-moments-awards/>

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**About HONOR**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR’s portfolio of innovative, premium and reliable products enable people to become a better version of themselves.

For more information, please visit HONOR online at [www.hihonor.com](http://www.hihonor.com) or email [newsroom@hihonor.com](mailto:newsroom@hihonor.com)

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<http://www.youtube.com/c/HonorOfficial>