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AWARD-WINNING MASTER PHOTOGRAPHER SCOTT ROBERT LIM JOINS SONY ELECTRONICS AT PHOTO VIDEO WEST APRIL 27-28, 2013

*Scott Robert Lim Joins Line-up of Nation's Top Photography Pros at Photo Video West
Appearing on Sony Stage*

San Diego, CA (April 3, 2013) – [Photo Video West](#), an educational conference and expo for photography professionals and amateurs, held April 27-28, 2013 at the Del Mar Fairgrounds, is pleased to announce the addition of award-winning Master Photographer [Scott Robert Lim](#) of Sony to the panel of professional presenters. Lim's work comes alive in his seminar "Crazy Stupid Lights," which he will present both Saturday and Sunday from 11:45 am – 1:15 pm in the Sony Theater.

"Crazy Stupid Lights" covers the off-camera lighting techniques that have turned Lim into an international superstar. Lim will teach his simple techniques using small portable strobes that will allow the photographer to create amazing lighting for images on location within minutes. Attendees will learn how to shoot in extreme bright sun and low-light situations, how to create big light with simple, cost-effective solutions, and how to maximize shooting time to create a variety of stylized images.

Lim is an international, award-winning master photographer and certified educator with over 70 international major awards to his name, including the 2009 Kodak Award and recognition as one of the 50 most influential wedding industry leaders from *CosmoBride*, China 2012. He is an author, inventor, mentor and life coach to hundreds of photographers worldwide. Lim's images have been published in international books and magazines read around the world by millions. He is popular international speaker with an upbeat, charismatic and inspirational style. Lim has developed college level, state and government approved photography programs and is currently an instructor and founder of New Horizons Digital Arts with five campuses in Southern California.

Photographers and videographers in attendance at Photo Video West won't want to miss the Sony Electronics booth, where the mega-brand will be showcasing a variety of their award-winning Digital Imaging technologies. Notable products on display will include the full-frame DSC-RX1 compact camera, SLT-A99 DSLR and NEX-VG900 camcorder models, as well several other offerings from the Sony Alpha interchangeable lens camera lineup, including the newly announced NEX-3N and

SLT-A58 models. Attendees will have the opportunity to go “hands-on” and interact with the Sony team of product experts.

Before and after his seminar, [Scott Robert Lim](#) will be presenting in the Sony Electronics booth, where he’ll be showcasing some of his recent work, providing some general photographic insight, tips and tricks, and answering questions for show attendees.

[Photo Video West](#) serves as a forum for photographers to see the best brands, source for deals on photography equipment and gain valuable education from some of the best-known names in the industry. The two-day conference and expo offers educational seminars and how-to instruction, photography equipment and accessories, and portfolio review sessions that allow photo enthusiasts an opportunity to have their work reviewed by a trained professional on the spot. The exposition also touches on topics including videography, printing and framing, and mobile imaging.

Photo Video West takes place from 10:00 am – 5:00 pm on Saturday, April 27 and 10:00 am – 4:00 pm on Sunday, April 28. Advance tickets for a one-day pass are \$12 per person. For those who want to attend the [photo and video show](#) both days, weekend passes are available for \$20 per person. A portion of all ticket sales will benefit the Museum of Photography Arts (MOPA) in San Diego. Tickets are available for purchase online at www.photovideowest.com.

PHOTO VIDEO WEST

Photo Video West is recognized as the “go-to” event for photography enthusiasts on the West coast. Held April 27-28, 2013, the weekend-long conference and expo offers valuable education, shared interests with fellow attendees, and the best deals for buying and selling photography equipment. Whether an amateur interested in improving family portraits or an advanced professional interested in meeting top experts in the field, Photo Video West is not to be missed by those who share in the joy of being behind the lens. Visit www.photovideowest.com or call 619-312-1212 for more information.

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