****(c) Anthony Lepinay

**Sony World Photography Awards 2015 kårer årets beste mobilbilde**

**30. januar:** I 2015-utgaven av den prestisjetunge kåringen Sony World Photography Awards vil en ny pris dedikert mobilfotografi bli inkludert.

Dagens kamerateknologi i mobiltelefoner har skapt økt tilgjengelighet for fotografer. Nærmest alle øyeblikk i dag kan fanges på film, og alle med tilgang til en mobiltelefon kan dokumentere sitt dagligliv visuelt. Mobil-kategorien i Sony World Photography Award 2015 anerkjenner denne kreative friheten og måten mobilkameraet har bidratt til å redefinere fotografers tilnærming til sin kunst.

Mobilkategorien ble åpnet for bidrag den 27. januar med frist for innsendelse den 27. februar, samtidig som bidrag til resten av kategoriene må være inne. Deltakelse er gratis på [www.worldphoto.org](http://www.worldphoto.org).

**Notes to editors**

* The Mobile category opens for entries on Tuesday 27 January and closes Friday 27 February and all images submitted must have been shot within these dates
* Photographers can enter up to 3 images for free via [www.worldphoto.org](http://www.worldphoto.org) Full conditions of entry are available on the website
* Public voting for the best mobile image will take place from Tuesday 10 March to Tuesday 17 March via [www.worldphoto.org](http://www.worldphoto.org)
* The winner will be announced on 23 April at the Sony World Photography Awards gala ceremony in London

**About World Photography Organisation**WPO supports professional, amateur and student photography, lending a global platform for the photographic industry to communicate, converge and showcase current trends in Photojournalism, Fine Art and Commercial photography. Delivering various initiatives and programmes across this global community, these programmes involve the photographer in commercial, cultural and educational activities within the many industry sectors, whilst also creating cultural activities for the public to participate in. Currently included within the WPO portfolio are: the Sony World Photography Awards; the World Photography Student Focus Competition and Youth on Assignment. In addition the WPO have recently launched Photo Shanghai, Asia-Pacific’s premiere international Art Fair focused on photography.