



## Lexar Elite Photographers to Present Photography Lessons and Insights at PhotoPlus Expo in New York City

October 26, 2011

### Multimedia Elements:

- [Lexar Digital Photography Website](#)
- [Jay Dickman's Portfolio \(Images\)](#)
- [David Honl's Portfolio \(Images\)](#)
- [Vincent Laforet's Portfolio \(Images\)](#)

FREMONT, Calif., Oct. 26, 2011 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced that Lexar Elite Photographers [Jay Dickman](#), [David Honl](#), and [Vincent Laforet](#) will share their extensive digital imaging expertise and portfolios, as well as their capture tips and techniques, with visitors at the Lexar booth (#450) at PhotoPlus Expo 2011, taking place October 27-29 at the Jacob Javits Center in New York City.

In addition, Lexar will also be demonstrating how photographers can spend more time capturing images and less time editing in the studio by using a suite of Lexar memory cards and readers, as well as Crucial® memory and SSD solutions.

"PhotoPlus Expo is one of the most highly anticipated events for the professional and photography enthusiast community each year," said Manisha Sharma, director of product marketing for cards, Lexar. "The three Lexar Elite Photographers will offer attendees valuable tips and techniques to help improve their capture and image management skills, enabling them to spend more time creating and less time waiting."

Each of these top shooters depends on Lexar Professional Secure Digital High Capacity (SDHC™) and CompactFlash® (CF) memory cards and card readers to continuously and confidently capture images and improve workflow efficiency.

- Jay Dickman's celebrated style of photography encompasses historical events and cities around the world, and he is recognized worldwide for his nature photo work. Dickman will be discussing how to tell your photographic story and keep your audiences engaged.
- David Honl is tireless in his photographic efforts, with a body of work that spans the globe and includes groundbreaking images from Iraq, Afghanistan, Kazakhstan, and Turkey. Honl will be speaking on how to pack light when photographing in the world's most dangerous places.
- Vincent Laforet is a director and Pulitzer Prize—winning photographer who is known for his forward-thinking approach to image-making and storytelling. Laforet's presentations will encompass his experiences as an award-winning photojournalist and his work in aerial photography.

The Lexar Elite Photographers will share their portfolios and tips for various levels of photographers at the Lexar booth between 10:30 am and 4 pm each day. The full schedule of presentations is as follows:

- Thursday, October 27
  - 10:30-11:00am: Vincent Laforet
  - 1:30-2:00pm: David Honl
  - 3:30-4:00pm: Jay Dickman
- Friday, October 28
  - 11:00-11:30am: Jay Dickman
  - 1:30-2:00pm: David Honl
  - 3:00-3:30pm: Vincent Laforet
- Saturday, October 29
  - 10:30-11:00am: Vincent Laforet
  - 1:00-1:30pm: Jay Dickman
  - 2:00-2:30pm: David Honl

Designed for professionals in the photographic and imaging industries, PhotoPlus Expo showcases the latest advances in photography. Held annually at the Javits Center, attendees have the opportunity to explore an inspiring array of photography and imaging products and services — everything from image capture and color management to retouching and storage — all from the industry's leading manufacturers.

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#### **About Lexar**

Lexar is a leading global brand of Lexar Media, Inc., a subsidiary of Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar offers industry-leading products in all major flash memory categories, including USB flash drives, innovative backup drives, high-performance memory cards for photography, and all popular form factors of memory cards for mobile devices. Lexar products are available worldwide at major retail and e-tail stores, and at [www.lexar.com](http://www.lexar.com). For more information about Lexar products, visit [www.lexar.com](http://www.lexar.com).

The Lexar/Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6945>

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#### **About Micron**

Micron Technology, Inc. is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit [www.micron.com](http://www.micron.com).

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