Zoner Photo Studio X becomes the first Czech product to receive a prestigious TIPA World Award

(20 May 2021 Brno, Czech Republic) – **Zoner Photo Studio X, the Brno-based photo editing software, has won one of the world’s most prestigious awards in the photography industry, the TIPA World Awards. It has become the first Czech product to win an award in the TIPA World Awards’ 30-year history.**

Zoner Photo Studio X, a photo editing program developed in Brno, Czech Republic, has been awarded a coveted TIPA World Award which honors the best photography products worldwide. The announcement was made today by the Technical Image Press Association (TIPA), which annually presents the awards. Zoner Photo Studio X won in the Best Imaging Software category and by doing so became the first Czech product to be recognized by the TIPA Association.

*“Receiving this award is a great honor, but more than anything, it’s proof that Zoner Photo Studio X can compete alongside its more world-renowned competitors. This is soon to be confirmed by the upcoming fall update, for which we are preparing new and exciting changes,”* said Michal Prouza, head of the software division for ZONER Software which develops Zoner Photo Studio X.

Each year, the TIPA World Awards honors the best cameras, lenses, as well as photography accessories or technology focused on photography. TIPA brings together 25 renowned photography magazines from fourteen countries and five continents, whose editors choose qualified shortlisted candidates in a total of forty award categories. Getting noticed by them is no simple task.

*“We have been working to earn a nomination in this category since 2019 and I’m really pleased to see results after so much time. ZPS X combines features that, for instance, Adobe spreads across several programs at a price that no other program can compete with. I think this is truly our strength in comparison with the competition,”* explains Thomas Urban who has been communicating extensively with TIPA magazines on behalf of ZONER software.

Among the main criteria taken into account by TIPA is innovation, use of leading-edge technology, design and ergonomics, ease-of-use, and price/performance ratio. Finalists are selected after several rounds, including an evaluation by a technical committee. The winners are then decided by a general assembly in the presence of representatives of all magazines in the TIPA Association.

ZONER software has been around for 28 years. In this time, it has been delivering solutions to photographers via the popular Czech-based photo editing software Zoner Photo Studio, its online photo gallery Zonerama, and learn.zoner.com online magazine with a wide range of publications. It is also a key supplier of internet service providers connected with web/e-commerce services. Its headquarters are in Brno, Czech Republic, with branches in Slovakia, Hungary, Japan, and the USA and employs over 100 people.

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