



For Immediate Release

Teripix named official digital photography app for National Association of Black Journalists Visual Task Force

User-friendly app opens photo contest to all attendees at NABJ national conference

[5 August, 2015]. Minneapolis. Celer Images, which markets the digital photography app Teripix, is proud to announce that Teripix will be used as the official platform for **the Moneta Sleet, Jr. Photo Competition** at the 40th annual National Association of Black Journalists (NABJ) Convention and Career Fair, held Aug. 5-9 at the Minneapolis Convention Center. Teripix was chosen by the NABJ's Visual Task Force, which focuses on photojournalism. With the fast and user-friendly Teripix app as the preferred method to take and transmit pictures, the photo contest, once limited to professional photojournalists, will now be open to any conference attendee with an iOS (Apple) device.

Teripix, an app designed by photojournalists for media organizations, allows any user to capture images with a smartphone and transmit pictures directly to their news organization for real-time posting to a web site or image repository. Using the app is much faster than the cumbersome process used by most journalists in the field today.

"Teripix is changing the way media organizations gather and publish pictures online, so it's a perfect fit to use the app for a photo contest among journalists," said Lawrence Jenkins, co-founder of Celer Images. "Teripix makes the contest even more exciting because it's now incredibly easy for all conference attendees to participate – not just the professional photographers."

This year's NABJ photo contest is themed "Black Lives Matter," in connection with the highly publicized social movement currently sweeping the nation. For important news topics like this one, where reporting breaking news quickly is critical, today's media organizations struggle to keep pace with the immediacy of social media such as Facebook, Twitter and Instagram. With Teripix, photographers in the field can transmit pictures in real-time, allowing their news organizations to post important pictures just minutes after they were taken. Moreover, news organizations can use Teripix to expand their "unofficial" photography staff to include reporters, other employees, and even designated audience members.

"This photo contest covers an extremely sensitive and profoundly important topic, one in which photojournalism plays a highly visible role," said Jenkins. "We're proud that Teripix will have a part in showcasing what will surely be some stunning work."

More about Celer Images

Teripix is a product of Celer Images, a corporation founded in 2011 by Lawrence Jenkins, a former photojournalist turned freelance photographer, and Irwin Thompson, a Pulitzer prize-winning photojournalist and assistant director of photography at the Dallas Morning News. As experienced photojournalists, the Celer team understands the inner-workings of the news media and designed Teripix to meet a common and critical need in news organizations everywhere. Teripix is currently in use (either in trial or under contract) by major media organizations throughout the country. For more information, visit www.teripix.com.