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**FOR IMMEDIATE RELEASE**

**CAPTURING AMAZING IMAGES WITH YOUR CELLPHONE IS THE SUBJECT OF  
SEMINAR AT UPCOMING PHOTO VIDEO WEST**

*San Diego Photographer John Toma to Present Seminar on Mobile Imaging at Photo  
Video West on April 27-28, 2013*

San Diego, CA (April 10, 2013) – [Photo Video West](#), the West Coast’s largest educational [photo and video show](#) taking place April 27-28 in Del Mar, is proud to announce avid photographer and technology expert, John Toma, as part of its panel of notable photography seminar speakers. Toma will present his mobile imaging seminar titled, “Shoot From the Hip: When All You’ve Got is a Cell Phone,” at the Tamron Theater at 2:15 pm on Saturday, April 27, and at 1:30 pm on Sunday, April 28, respectively, said Ken Loyst, co-producer of Photo Video West.

“John Toma’s mobile phone photography seminar gives attendees an in-depth look at mobile imaging, an area of photography that is garnering a lot of attention with the increasing popularity of smart phones and recent improvements in cell phone camera quality,” added Loyst. “Mobile imaging is great because it makes photography available to the average smart phone user, especially with photo editing apps like Instagram, SnapSeed and Photo Toaster, which allow amateurs to take their mobile imaging to the next level.”

Mobile devices such as the iPhone/Droid and the tablet are changing the landscape of photography. With the combination of higher resolution platforms and near-instant processing applications the mobile photographer is only limited by his or her imagination. In “Shooting From the Hip,” Toma gives a unique and hands-on workshop that teaches attendees how to get the best shots out of mobile shooting devices with his expert tips and tricks, how to use post-processing applications to produce high-quality prints comparable to prints developed by traditional commercial photographers, and to how to create and build a social media following for your work.

Toma is an avid photographer who co-organizes both The Pacific Photographic Society—the highest ranked community of photographers in the United States—and The Shutter Project—a consortium of photographers who use their talents to volunteer in the community. As co-organizer, Toma has put together photo-walks,

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philanthropic events and workshops for both organizations. Toma has also written journalistic articles and covered events for the International Press and The Examiner. His work can most commonly be found in studios, magazines, online, and hanging in the homes of private collectors.

Previously known as Photo Expo West, the new-and-improved Photo Video West returns with an added focus on videography, printing, framing, and mobile imaging. Part educational, part expo, attendees of Photo Video West have the opportunity to gain valuable education from the industry's top professionals, while exploring today's best brands, watching live interactive demos and taking advantage of deals on cameras, gear and equipment on the showroom floor. Additionally, the show offers portfolio review sessions, allowing photo enthusiasts an opportunity to have their work reviewed by art and photography experts on the spot. To schedule an appointment for portfolio reviews, visit [www.photovideowest.com](http://www.photovideowest.com).

[Photo Video West](http://www.photovideowest.com) 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 both days, weekend passes are available in advance 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](http://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](http://www.photovideowest.com) or call 619-312-1212 for more information.

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