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Photos at:

http://www.thomas-pr.com/136/photos/John_Henshall_MA_UCA_1.jpg

http://www.thomas-pr.com/136/photos/John_Henshall_MA_UCA_2.jpg

JOHN HENSHALL AWARDED MASTER OF ARTS HONORARY DEGREE BY UCA

Digital Imaging Evangelist Awarded for His Predictions & Influence in the Development of Digital Photography Technology

July 31, 2009, Stanford in the Vale, Oxfordshire, UK -- John Henshall <http://www.epi-centre.com>, the internationally acclaimed digital imaging guru, has been awarded a **Master of Arts Honorary degree by the UK-based University for the Creative Arts (UCA)**, for his predictions and profound influence in the **development of digital photography technologies over the past twenty years.**

Among his many predictions, Mr. Henshall (FRPS FRGS FBIPP FBPPA FGTC MA), who has Fellowships with five key photo bodies, including the Royal Photographic Society of Great Britain, was the first photo consultant to predict that the use of the **'pixel' would lead to the decline of the photo-chemical industry.** Often courting controversy in the media and at exhibitions and conferences worldwide for his evangelical approach to the evolution of digital imaging, Henshall was dubbed a prophet for his predictions about the rapidly changing photo industry in the 90's.

Key Influencer in Digital Photography Revolution

In 1993, Henshall founded Electronic Photo-Imaging (EPI-centre) as an independent consultancy in the art and science of digital imaging and was frequently hired by key global imaging companies during digital imaging's fledgling years – often working alongside keynote speakers and major influencers, such as Microsoft's Bill Gates and Apple's Steve Jobs. Henshall trained as a BBC cameraman and worked extensively as Director of Photography on major UK network television programs, MTV, and early music videos for Paul McCartney, Blondie, David Bowie, Elton John and Kate Bush.

“Henshall has been a key influencer with research and development centers for several of the companies that pioneered the digital photography revolution,” said Tony Eatough, former European Head of Kodak Professional, who engaged Henshall as an advisor throughout the emerging digital imaging years. “And still today he continues to provide specialist knowledge and great vision to photographers, laboratories and organizations worldwide with his unique style and compelling delivery. He is never afraid to speak his mind and has earned global respect and recognition for his counsel and experience.”

Brian Whitehead, senior lecturer at the University for Creative Arts, added, “As a digital imaging evangelist, John fuelled important dialog during the monumental shift from analog to digital photography. His passion and outspoken views on the subject have both informed and encouraged opinions for over two decades. He is an international authority on his subject.”

“The Master of Arts Honorary degree is a wonderful and completely unexpected honor for me,” said John Henshall. “Through my regular articles and seminar topics, I have long argued the case that digital was not a threat, but an opportunity for all of us in the industry.”

Henshall is currently researching new technologies in Korea and China for companies specializing in the development of digital camera firmware. For more information, see <http://www.johnhenshallphotography.com> and <http://www.epi-centre.com>.