



THE INFLUENCER:  
SAM MORRISON



## Why I ♥ the LG G4

BY SAM MORRISON

With its manual mode, the LG G4 gives me what no other smartphone can: control. Whether I'm shooting the streets of Brooklyn, the coast of Rio, or the stars of Tucson, the LG G4's RAW file format means I can get images with incredible resolution, compared with a normal smartphone that just shoots in JPEG. This also provides so much more versatility when editing, and expands the possibilities of what can be done with "just" a phone.

# See the Bigger Picture. And Capture it.

**IT ALL STARTED WITH A \$100 WAGER.** "My dad bet me that I couldn't do a backflip every day for a year," recounts Sam Morrison, a digital production artist and creative strategist based in Brooklyn. Morrison won that bet, taking pictures of every flip along the way; afterward, his video flip montage went viral on YouTube. Morrison then set off through Europe, with the ultimate goal of backflipping—and documenting his backflips—on every continent. He's now at six for seven; only Antarctica remains. "The backflips sparked my creative drive, leading me to push the limits of where I travel," he says. A graduate of Syracuse University's iSchool, Morrison became one of Instagram's early users, and his bold, artistic images have attracted a growing and devoted following in all social media. He now uses his major social influence to conceptualize, design, and execute Instagram-native advertising campaigns on his social channels, working for a host of big-name brands. As he travels across New York—and the world—to create the perfect story, Morrison's camera of choice is the LG G4. "No matter where I go, I can get amazing, professional images, with a camera that fits in the palm of my hand."

### THE SPECS

- ▶ f/1.8 low-light lens
- ▶ Manual Mode
- ▶ Optical Image Stabilization
- ▶ Laser Autofocus
- ▶ High-res Image Sensor
- ▶ 5.5" IPS Quantum Display
- ▶ Removable battery



LG G4

## Picture Perfect: Sam's Tips & Tricks

Bring an extra memory card and always shoot more than you need. It's better to have five extra pictures than to miss the perfect moment.

The best time to shoot outdoors is an hour or two after sunrise and an hour or two before sunset, what photographers call the "golden hour." Horizontal light is always better than overhead light.

Experiment with technique. "I like to put my subject in between myself and the light source," Morrison says. "Using the manual control on the LG G4, I overexpose the background so the subject really stands out."