
Digital Photography Trends

Meet the Team

U.S.

Ed Lee
Director
+1 781.616.2100
ed_lee@infotrends.com

Mette Eriksen
Director
+44 1582 400120 ext.207
mette_eriksen@infotrends.com

Carrie Sylvester
Senior Research Analyst
+1 781.616.2100
carrie_sylvester@infotrends.com

Matt O'Keefe
Director of Sales
+1 781.616.2100
matt_okeefe@infotrends.com

Asia

Toru Yamauchi
Sales Manager
+81 3 5475 2663
tyamauchi@infotrends.co.jp

Recent InfoTrends forecasts show worldwide consumer digital camera market growth continuing at a modest rate through 2012. As revenues peak, however, many manufacturers will face challenging years as they look for ways to increase profitability and sustain income.

InfoTrends' **Digital Photography Trends (DPT)** advisory service offers you the ongoing advice and analysis you need to make short- and long-term strategy decisions for your company. This service focuses on digital image capture devices and related consumer usage and behavior. It examines the point and shoot and DSLR camera markets closely by conducting studies in which target audiences and camera features are segmented. Important technical features such as sensor resolution are tracked closely and forecasted. In addition, professional photographer behaviors and profiles are monitored through surveys.

New opportunities in hardware, software, and services will enable manufacturers to sustain profitable businesses, provided that they are able to leverage new technologies, respond to consumer needs, and subsequently create the right products for the right people. In addition to providing detailed market data and information on imaging hardware, the DPT service examines topics like the evolution of video as part of the consumer imaging and content market, the migration of imaging into the larger connected home, and the impact of photo software and related applications.

This service offer executives, senior managers, and product / marketing managers the information and advice they need to outpace the competition and thrive in this dynamic marketplace. It provides:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, monthly, quarterly, and annual deliverables
- Ongoing inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Access to Webcasts that discuss industry trends and developments

Key Deliverables Include:

- Worldwide Consumer Digital Camera Forecast
- North America Consumer Digital Camera Forecast
- Worldwide Camera Phone Forecast
- Pro Photographer Survey
- Digital Still Camera End User Survey

DPT

The Digital Photography Trends

Group provides a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing knowledge geared to your specific challenges and goals.

The **Digital Photography Trends Group** recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the digital imaging marketplace. This is why we offer solutions in addition to our advisory services that fit every company's specific needs. Examples of the ways in which the Digital Photography Trends Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies that focus on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- Photo Merchandise for the US & Western European Markets
- The Consumer DSLR Marketplace
- e-Business Enablement: The Future of Professional Photography
- Digital Imaging Lifestyles: Understanding Consumer Behavior and New Business Models in the Era of Excess

Reports: Choose from a wide selection of forecasts, research reports, strategic assessments, and analysis reports on key industry trends and developments. Reports can be purchased through our online reports store at <http://store.infotrendsresearch.com>.

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a team member today.



InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.