
Photo

Printing

Trends

Meet the Team

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With digital camera household penetration in the U.S. expected to exceed 70% in 2007, there is a significant opportunity for imaging vendors to obtain profit from increased consumer demand for photo prints and related merchandise products.

Competition for print revenue is intense. The home remains the predominant printing location, but retail is on its way to surpassing home print volumes. Meanwhile, the industry debate continues as to whether or not the increase in digital prints, photo books, and other forms of personalized printed content will offset the decline in film prints, and if so, how quickly this will happen.

The photo printing market is so fluid at this stage that any major developments could radically alter the direction of the industry. Market leaders must be able to track product and pricing trends aggressively, forecast areas of growth, monitor technology breakthroughs, and follow rapidly changing consumer behaviors to improve the consumer experience.

To help you prosper in this environment, InfoTrends offers the **Photo Printing Trends (PPT)** advisory service. This service offers executives, product and marketing managers, and senior managers the information and advice they need to outpace the competition and thrive in this dynamic marketplace. The service provides:

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

Key Deliverables Include:

- Retail Photo Printing End User Survey
- Home Printing End User Survey
- Photo Kiosk and Minilab Forecast
- U.S. and Worldwide Photo Prints Forecasts
- U.S. and Worldwide Photo Printer Market Forecasts

PPT

The Photo Printing 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 **Photo Printing 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. We offer solutions in addition to our advisory services that fit every company's specific needs. Examples of the ways in which the Photo Printing Trends Group can help grow your business 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 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:

- Digital Imaging Lifestyles: Understanding Consumer Behavior and New Business Models in the Era of Excess
- Photo Merchandise – Opportunities Beyond Prints
- Worldwide Mobile Imaging: Stimulating Demand and Usage
- North American Professional Photography Market

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.