

Headquarters

U.S.

97 Libbey Industrial Parkway
Weymouth, MA 02189
USA
+1 781 616 2100
info@infotrends.com

Europe

Sceptre House
7-9 Castle Street
Luton, Beds LU1 3AJ
United Kingdom
+44 1582 400120
euro.info@infotrends.com

Japan

Hiroo Office Building
1-3-18 Hiroo Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

InfoTrends 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.

Consumer Digital SLRs and Other Interchangeable Lens Cameras

Next Steps for Tomorrow's Savvy Buyer

- General consumer, hobbyist, and advanced hobbyist perspectives
- Demographic profiling and trend analysis
- User behavior and product preferences
- Feature requirements
- Market size & forecast



Prospectus

Who Should Subscribe?

- *Providers of Photo-Related:*
 - * *Hardware (cameras, printers)*
 - * *Software (creative, editing, management, workflow)*
 - * *Services*
 - * *Online Solutions*
 - * *Accessories*
 - * *Enabling Technologies*
 - *Media & Ink*
 - *Photo Dealers*
 - *Financial Institutions*
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Getting Started

To learn more about the study or to sign up as a participant, please contact:

Matt O'Keefe

+1 781-616-2100 ext. 115

matt_okeefe@infotrends.com

Introduction

This study serves as a follow up to InfoTrends' *2008 Consumer DSLR study*, which examined the unique attitudes, behaviors, and purchasing decision-drivers of digital single-lens reflex camera (DSLR) owners and potential buyers in the U.S. market.

There is no question that the DSLR segment of the digital camera market has been growing at a rapid clip. Recent U.S. InfoTrends' forecasts show a steady increase in unit shipments over the course of the next five years, with competitively priced models prompting former point & shoot owners to consider an upgrade. At the same time, however, new sub-categories of cameras are emerging as competitors look to differentiate themselves and focus on specific types of users. Extended zoom cameras and Micro Four-Thirds products made their mark in 2009 and will continue to capture share in 2010. Micro system cameras are appealing to novices from a form factor perspective, while the technology itself still speaks to early adopters and hobbyists. In 2010, InfoTrends expects to see an even greater focus on HD video as well, adding yet another component to an increasingly sophisticated assortment of consumer products.

For today's camera OEMs and digital imaging vendors, the need to continually identify and profile these consumers remains high. They must understand their attitudes, desires, and purchasing decision drivers. Monitoring year-over-year changes in the target markets is also critical from both a product planning and a marketing perspective. InfoTrends believes it is important for vendors not only to examine DSLR owners and likely buyers, but also to look at complementary user groups such as hobbyists, advanced hobbyists, females and young adults that may not necessarily own a DSLR but are investing in the category. While they may not be in the market for a DSLR today, they are contributing to a buoyant camera market and may become tomorrow's customer.

This study will once again explore what drives photo activity among owners of DSLRs and related products, and which services and products they use and anticipate using in the future. All players in this marketplace, including digital camera vendors, accessory vendors, software and services vendors will benefit directly from the findings of this study. It will provide a complete understanding of the consumer digital SLR owner today and what may be in store for the future. It will segment, size and forecast the camera hardware market by specific price bands, and also provide recommendations for technology vendors and software/service providers.

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Project Objectives

InfoTrends has been surveying the consumer digital camera market for the last 10 years and will leverage existing information and insights on DSLR owners as well as on segments that are most likely to purchase a DSLR or another interchangeable lens camera (i.e. Micro Four-Thirds or other mirrorless camera) product. The study will provide camera, lens, accessory, online photo services and photographic equipment retailers with critical information to support their marketing efforts, product planning and distribution initiatives. Key information objectives include:

- Demographic profiling of owners
- Demographic profiling of future owners
- Digital photo activities
- Feature requirements
- Relative importance of product attributes
- Purchase decision criteria
- Accessories owned
 - o Lens, speedlights, etc.
- Use of software
- Printing and storage behavior
- Size, segment, and forecast the market by price band
 - o Units
 - o Revenue
- Gain a better understanding of how owners of DSLRs and similar products add value to the digital imaging market through their use of related services and technologies
- Understand the impact of the entry of new brands, and how earlier brand ownership might impact future purchase decisions
- Identify opportunities and strategies for technology vendors and service providers

Market Research

Desk Research

InfoTrends has conducted extensive consumer research studies over the last 10 years, and has been sizing the camera market and analyzing business and technology trends for even longer. InfoTrends will leverage recent reports (including the 2008 Consumer DSLR study) as a starting point for this new study.

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InfoTrends will also thoroughly examine existing market information from a variety of sources that include but are not limited to:

- Industry trade associations
- Published industry reports
- Periodicals and trade articles
- User groups
- Web sites
- Industry databases
- Vendor white papers

Structured Survey with Digital SLR Owners (1500+ respondents)

InfoTrends will conduct a structured survey with over 1500 digital SLR owners as well as over 1,100 future purchasers in the U.S. to better understand their behaviors, needs, and wants. The survey will look at what photographic equipment, accessories, and what their current photographic behaviors are, what services they use, and what their future purchasing plans are.

In addition, the survey will examine the needs and wants of potential buyers. It will also investigate the appeal of the new mirrorless interchangeable lens cameras to potential buyers.

In-Depth Interviews with Industry Vendors

InfoTrends will conduct a series of in-depth interviews with executives from leading technology vendors (camera, accessory, software) and service providers. The intent of the interviews will be to understand their market positions, development directions, and perspectives on how the market will evolve over the coming years.

Analysis and Project Deliverables

Extensive analysis of the desk research and structured survey work will be used to develop a comprehensive understanding of the opportunities and issues for vendors. Clients will receive a combination of reports, presentation material, and research data for senior management, product managers and planners, and sales and marketing executives. The material will include:

- Summary report that addresses key issues, findings, market drivers and barriers, the forecast and trends, and overall recommendations
- Presentation-style power point slides with data on research findings
- Data book of the survey tabulations for additional analysis of key questions and market segments

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Project Schedule

InfoTrends intends to start the project in late February/early March 2010. We plan to be complete the research by April and publish the report in May/June 2010. We will provide clients with interim data from the structured surveys as the research is completed.

Terms and Conditions

Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

Copyrights

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Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the printing and publishing industries.

Timely Delivery

InfoTrends will take all reasonable steps to ensure that the time scales called for by the proposed study are met in accordance with the agreed-upon schedule, but no liability can be accepted for the consequences of delays, howsoever caused.

Terms

Payment due upon report delivery.

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Authorization Form

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Next Steps for Tomorrow's Savvy Buyer

For more information on the study or how to order, please send an e-mail to sales@infotrends.com

Please enter my order as follows (fax completed form to +1 781 616 2121)

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