

## Business Applications for Photo Publishing: Digital Printing Opportunities for Photo-Intensive Documents

### Report Fast Facts

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### Abstract

When reaching out to a customer to promote a product or present information, the use of a photo can grab attention and get a message across in ways that materials without photos never could. The rising installed base of digital printing presses that allow short-run production, as well as the evolution of creative tools, have contributed to the growth of photo-intensive applications. New vendors are also getting into the game, as traditional photofinishing retailers look to supplement their consumer business by reaching out to local businesses for printing work

This study is designed to provide technology vendors and print service providers with the insights they need to understand the opportunities and develop the market for the digital production of photo-intensive business and commercial applications in the United States. It will:

- Segment and profile the market for photo-intensive business applications, including usage, interest, and preferences among various business segments; drivers and barriers; purchasing patterns; customer service requirements; and workflow processes.
- Identify and profile popular photo-intensive business applications.
- Identify key industry players, including those that interface directly with consumers, as well as the suppliers that interface with the vendors.
- Forecast the market for digital printed photo-centric applications by focusing on key product types within promotional and publishing applications.
- Identify opportunities and strategies for technology vendors and service providers.

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