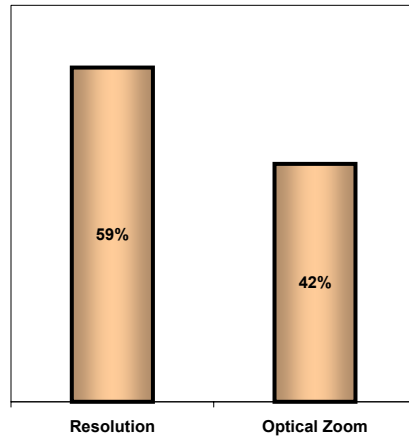


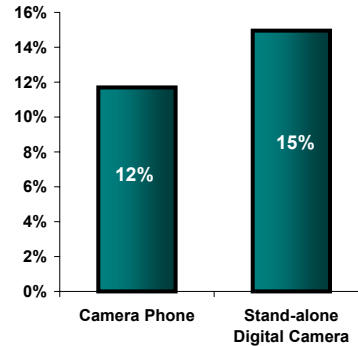
Synopsis **Desired Camera Features**

This report offers a holistic picture of the entire digital imaging value chain, focusing on the hardware, software, and services that fulfill the imaging needs of consumers. It probes consumers' usage patterns and purchase behaviors, segments consumers based on their imaging needs, evaluates product and pricing strategies, analyzes drivers and barriers, profiles major players, and estimates the market potential for digital cameras and related services.

Features of a Camera Phone That Camera Phone Owners Would Like to Improve
(n=431, camera phone owners)



Intention to Purchase in the Next 12 Months
(n=1,411, consumers who own neither a camera phone nor a stand-alone digital camera)



Source: *Mobile Entertainment Platforms and Services*, a survey of 2,112 Internet users
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"The worldwide digital camera market is quickly maturing, and the Point & Shoot digital camera category is feeling the most pressure from camera phones and entry-level digital SLR cameras," said Harry Wang, a research analyst at Parks Associates. "While consolidation in the consumer imaging industry is inevitable, growth opportunities can be found along the value chain by carefully analyzing and segmenting consumers' imaging needs."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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Attributes

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