

Connected Cameras for W.Europe's Future

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Digital Cameras need to become connected if they are to compete in the W. European market, InfoTrends predicts. As TVs, STBs, games consoles, mobile phones, tablet PCs and MP3 players all get online, the digital camera risks losing out.



Current smartphones already allow instant photo sharing over social networks-- something digital cameras generally don't. Consumers will soon be expecting this functionality from their digital cameras, alongside instant interfacing with any devices used to store, share, manage and print their photos.

InfoTrend says consumer interest in connected CE in W. Europe's 3 largest markets (France, Germany, UK) remains steady since 2007-- with around 40% of digital owners wanting to manage their photos using a variety of devices.

What is clear is users want to be "in the moment"-- instant sharing maximises an image's value. With smartphones offering a large variety of photo sharing services, it's clear digital cameras will also have to get in the connected game.

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