

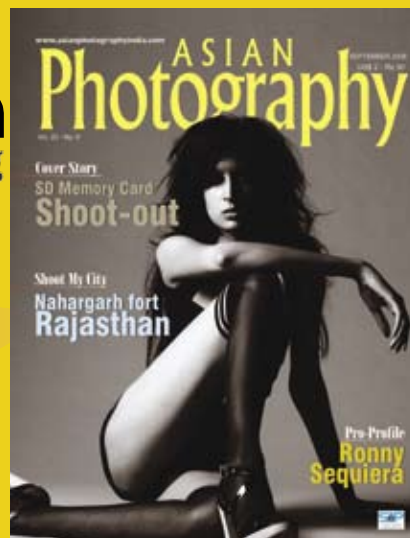
SHOW DAILY

photokina
world of imaging

23-28 September, 2008

**DAY
ONE**

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Fujifilm – diversifying its range and services

With manufacturers using Photokina as a platform launch as well as showcase their very best in technology, Fujifilm is all geared up to exhibit its diverse range of products and services under the slogan, "Fujifilm. Expand the World of Imaging." The pace of the technological developments in the Internet and a variety of other digital fields has been remarkable in recent years, which has enhanced the experience and enjoyment of both viewing and taking photographs.

In order to cope as well as make the best of this opportunity, Fujifilm has launched a range of digital cameras that are equipped with face detection, scene recognition and wide

dynamic range functions, which continues to expand the spectrum of photography by capturing precious moments exactly as seen by the human eye and reproducing them with outstanding image quality.

Fujifilm has also increased the range of methods by which users can order prints, including print order terminals and Internet-based ordering facilities which users can take advantage of in the comfort of their own homes. The company has made a significant contribution to the photographic and imaging industries, and each day the company exerts the utmost efforts to further expand the world of imaging. The results of these efforts are being introduced



Shigetaka Komori

and exhibited at Photokina 2008 where the company's twin pillars, the Digital Camera and Print at Retail areas are being displayed.

At the Digital Camera front,

Contd. on page #6

Today's Schedule

10.00 am

Ford GT
Foto Gregor
(Neumarkt 32-34, 50667 Köln)
Panasonic
Press Conference
Congress Centre North

11.00 am

Fujifilm
Press Conference
Congress Centre North

12.15 pm

Hewlett-Packard GmbH
Press Conference
Congress Centre North

03.30 pm

CBL PC
Trends and technology in wedding
photography
Congress Centre North

04.30 pm

DNP Photo Imaging Europe
SAS
Conference room D,
Congress Centre North

04.00 to 05.00 pm

Autograph Session
with Hella von Sinnen
Photobuch XXL, Hall 10.2 Stand C 70

05.00 pm

PIV Happy Hour
Masseboulevard

05.00 to 07.00 pm

TIPA award ceremony
Rheinsaal, Congress Centre North

A Press view of Photokina 2008

If you are visiting Photokina with limited time, the Monday afternoon press tour highlighted products that manufacturers want you to see and the list that follows may help you plot your way through the Photokina building maze.

Canon (Booth 3.2/A17) is introducing 49 new products at the show. The EOS 5D Mark II has a 21.1 megapixel full frame sensor with 25,600 ISO extended sensitivity. 6,400 ISO is the

Contd. on page #4



PHOTO: Michael Ozaki

600mm Super-telephoto lenses used to be too big.
Not anymore.

600 mm focal length at its max. as 35mm camera equivalent **127.5** mm camera length **615** g weight

Weighing barely 615 grams and measuring a mere 127.5mm in length, this surprisingly compact super-telephoto lens is set to transform photography. With its high performance and high portability, it enables handheld shooting at up to 600mm (35mm camera equivalent) super-telephoto when combined with an E-series camera with built-in image stabilization*. In addition, three ED (Extra-low Dispersion) lenses are used to achieve high performance imaging. A superb 96cm closest focusing distance (1.2m in AF mode) throughout the zooming range, enables near-life sized tele-macro shooting. From super-telephoto to macro, this lens allows you to experience the best of both worlds anytime, anywhere. **ZUIKO DIGITAL ED 70-300mm f4.0-5.6 [140-600mm (35mm camera equivalent)]**

Choose a camera after checking its lenses.

Easy handheld super-telephoto shooting in combination with the E-520.

By combining the **ZUIKO DIGITAL ED 70-300mm f4.0-5.6 compact super-telephoto lens** with the **E-520**, which features a built-in image stabilization system, handheld super-telephoto shooting at 600mm (35mm camera equivalent) is possible. Now super-telephoto shooting is easy for everyone.

ZUIKO DIGITAL ED 70-300mm f4.0-5.6 + E-520

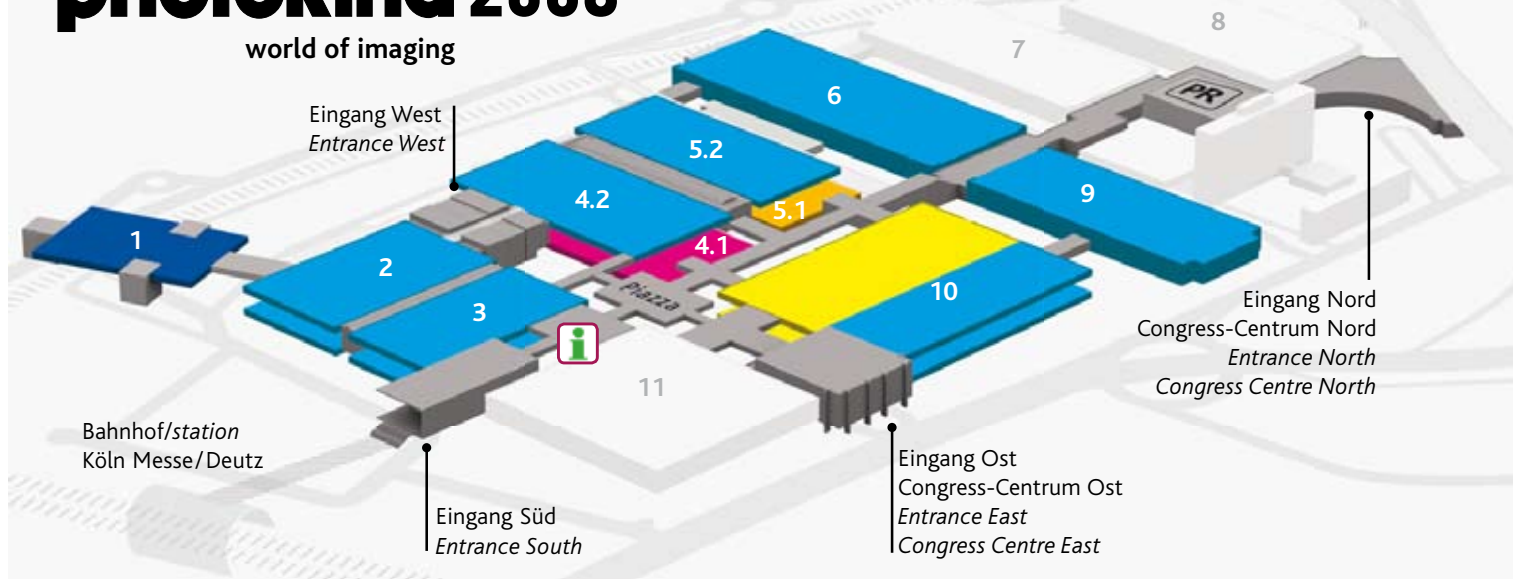
* Use with image stabilization system, image stabilization on. Zoom position and shutter speed must be appropriate. Compensation for camera shake is not available for some zoom range. Please consult your nearest Olympus representative for details.

OLYMPUS IMAGING CORP. www.olympus.com



photokina 2008

world of imaging



Hallen · Halls



1

Angebotsbereiche · Product areas

Visual Gallery, Meet the Professionals



2, 3, 4.2, 5.2, 6, 9, 10

Bildaufnahme/Equipment/Zubehör · Image Input/Equipment/Accessories



4.1

Bildbearbeitung · Image Processing



5.1

Bildspeicherung · Image Storage



10

Bildausgabe/Services · Image Output/Services



Pressezentrum · Press Centre



photokina Information Centre

Number of Exhibitors

Germany - 519 ● Other Countries - 1004 ● Share of foreign exhibitors - 66% ● Total from 4949(46) countries - 1579

Australia	4	Great Britain	72	Korea (Rep.)	47	Russia	1
Austria	15	Greece	6	Latvia	1	Singapore	7
Belgium	23	Hong Kong	89	Liechtenstein	1	Slovenia	1
Barzil	1	Hungary	0	Lithuania	1	South Africa	1
Bulgaria	3	India	7	Luxembourg	2	Spain	25
Canada	14	Indonesia	1	Malta	1	Sweden	4
China	199	Iran	5	Monaco	1	Switzerland	24
Czech Republic	6	Ireland	2	Netherlands	21	Syria	1
Denmark	6	Isle of Man	1	Norway	1	Taiwan	80
Egypt	2	Israel	5	Philippines	1	Thailand	1
Finland	3	Italy	62	Poland	8	Turkey	8
France	27	Japan	48	Portugal	3	United Arab Emirates	1
						USA	162
						White Russia	1

Samsung to lead via consumer-oriented technologies

On the eve of Photokina2008, Samsung Camera has announced that it would seek to attain market leadership by providing imaging solutions aimed at satisfying consumer needs. This signals a change in direction for the company away from the conventional way of business. Traditionally camera companies look to create technological advancements that



Park Sang-Jin

PHOTO: Michael Ozaki

would attract their consumers to them. But in this case, Samsung is looking to provide solutions that will help consumers in their lives.

Announcing this shift in his company's strategy, Park Sang-Jin, Executive Vice President of Samsung Camera says, "We are looking at consumer needs for communication with their loved ones through still and moving

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A Press view of ...

Contd. from page #1

base sensitivity. It has a 3" LCD screen with SVGA resolution. A new feature in a pro DSC is full HD recording with external stereo microphone input. The EOS 50D is the 'baby brother' of the EOSD 5D has up to 12,800 ISO extended sensitivity.

Panasonic (Booth 3.2/A24) features the new LUMIX DMC-G1 interchangeable lens camera. It is designed as a 'purely' digital camera with no mirror box to take up space and the Four Thirds standard sensor; consumers will appreciate the portability of a smaller camera body and lenses. Since there is no mirror, it includes a 'live view' electronic finder with 1.44 million pixels (SVGA resolution) that includes a zoom function

Epson (Booth 2.2/A30/B39) has partnered with Hasselblad Master in a photo gallery that you don't want to miss!

Featured Epson products include the Stylus Pro GS 600 that prints up to 64" and uses eight uses solvent inks that are environmentally friendly and non-toxic.; the Stylus Photo 2880 A3 printer that gives consumers an entry into pro printing with pigmented inks for great light stability; and the PX series multifunction printers – the PX-700W with built-in wi-fi and the PX800 FW that can also do faxes.

They have a new Perfection



V300 Photo entry level scanner and the P-6000 and P-7000 photo viewers with 4" VGA resolution LCD screens and internal hard drives for image storage. As a result of scheduling problems, we had to skip the Nikon booth Nikon (2.2/A11/A17) but I understand the new D90 camera also features HD video recording.

Tamron (Booth 4.2/E10/F19) is launching SP AF10-24mm F/3.5-4.5 Di II lens at Photokina. They are also featuring the AF18-270mm F/3.5-6.3 Di II VC ultra high power lens. The VC in the name stands for 'vibration compensation' and the lens moves an element on 3-D axis to eliminate shake.

Sony (Booth 5.2/D8/E9) features the new Alpha 900, 24.6 megapixel camera with full frame sensor (for first time) and a new

internal processor (BionZ). They say its optical viewfinder makes it the brightest SLR in market. The 'steady shot' system built in the camera works with any lens.

Also featured was the HANDYCAM HDR-FX1000 semi-pro camera with good low light performance and a wider angle zoom lens than previous models; the HDR-CX11E full 1920x1080 HD consumer memory stick recording camcorder and three new T-series Cyber-shot cameras.

Kodak (Booth 5.2/A2/B1) is debuting their "Make something Kodak" campaign. They have a new wireless capable digital photo frame with Kodak OLED display technology. They are also showing the HD Zi6 pocket video camera that captures 720p HD. **SI**

FRED SHIPPEY

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If you thought you couldn't
afford a Hasselblad...

Think again.

AL PACINO SHOT WITH A HASSELBLAD CAMERA BY MARCO GROB

The price of shooting with the world's most advanced and complete digital camera system is a lot lower than you might expect. In fact, for a little more than high-end 35mm solutions and much less than many competing medium format solutions, all the technological and photographic benefits of the Hasselblad system can be yours.

The Hasselblad H3DII-31 (at a price of only €11,995 for camera body, viewfinder, and 80mm lens) provides an accessible entry into the Hasselblad system, without sacrificing the benefits of our larger models. Or if its more megapixels you need, the H3DII-39 (and its new price) make high-end shooting more affordable than ever before. So isn't it time you took your photography further?

Get the H3DII-31 Experience!

Don't just take our word for it!
Shoot real models, view actual files, and get
your hands on the H3DII-31.

Join us at Halle 2.1, Stand B-029/A-020 to see
for yourself what the Hasselblad difference is
all about.



HASSELBLAD

photokina
amsterdam

Meet us in Halle 2.1 Stand B-029/A-020 from 23 to 28 September 2008

Fujifilm – diversifying its ...

Contd. From page 1

an exhibition of the highly acclaimed FinePix series in line with the tagline "FinePix. More than you imagined," is being held. Under this new slogan, "FUJIFILM FinePix. More than you imagined," the company is exhibiting its new lineup of FinePix digital cameras.

The Digital Camera area is divided into three separate zones: Touch & Try Zone for the 2008 New Autumn Lineup, Real Photo Technology Experience, and Near Future Technologies. These zones display lineups including the latest camera models, new photo experience technologies and near future systems.

One of the star attractions at the booth is the FinePix F60fd, which offers full auto photography. The latest FinePix F60fd model enables easy camera operation and beautiful images with its in-built Scene Recognition AUTO (SR AUTO) mode and Real Photo Technology. Powerful demonstrations of the camera's Face Detection 3.0 technology, which is able to detect human faces at any angle within the 360-degree spectrum is also being conducted. This technology is also able to detect faces at a breathtaking speed of as fast as only 0.036 seconds.

The FinePix S2000HD showcases the 27.6mm wide-angle Fujinon optical 15x zoom lens enabling a wide variety of photo opportunities including its

capability of simple connection with an HDTV connection cable to enjoy enlarged and high resolution photos and movies taken with the camera.

The Real Photo Technology Experience area allows visitors to experience Scene Recognition Auto function which intelligently identifies scenes and optimizes photographic conditions accordingly; Wide Dynamic Range 400% which suppresses overexposure in scenes with a high contrast between dark and bright colors; Face Detection 3.0 which can detect faces at speeds of as fast as only 0.036 seconds; and the self-timer functions used by the Face Detection capability, Couple Timer & Group Timer.

A special exhibition features Fujifilm's "Super CCD at Photokina 2008" which includes the structure and concept of Fujifilm's newly-developed sensor and other leading imaging products. Fujifilm has also developed a brand new dimensional imaging system as part of its near future technologies, which will be offered to the new world of imaging as an imaging concept model.

The Print at Retail Area displays Fujifilm's extensive range of in-store print services with a particular emphasis on the Photobook service. Photokina provides the showcase for the diverse array of in-store printing solutions made possible by Fujifilm's Expanding Frontier Solutions strategy.

Photobook is one of the in-store solutions that has undergone a remarkable rise since its origins in 2005. Fujifilm is also offering its new print order terminal software (TS) and its Plug-in software for Photobook, which can be used by both Frontier digital minilabs and Xerox Phaser laser printers, to further expand the Photobook market. The company is also exhibiting its lineup of printers which provide variety of value



added services for expanding the Frontier Solutions. In addition to the Frontier digital minilab, which is equipped with the new workflow Management Software (MS), ASK thermal photo printers, and EPSON Stylus Pro 7880 wide-format printers, Fujifilm is also displaying its new Frontier Dry Minilab DL410, one of the products of the Expanding Frontier Solutions lineup, which adds yet another dimension to the company's printing services.

In the high-speed dye sublimation thermal photo printers segment, Fujifilm is displaying the ASK-2500 and the ASK-3000, which features a high-density capability and will be available for print demonstrations at Photokina. Also, maximising its decades of expertise in the field of silver halide photography, Fujifilm has developed a next-generation thermal transfer photo printing material, FUJIFILM Quality Thermal Photo Paper. It offers enhanced whiteness and gloss, easy handling, and reduced environmental impact during the production phase.

Paralleling the diversification of print services has been a diversification of ordering methods. The Digital Photo Center 7 (DPC7) is a new type of print order terminal that is easy to use and features an adjustable LCD monitor along with easy positioning capability in a wide variety of convenient locations.

Fujifilm's silver halide photographic colour paper display will include the new writable paper, fujicolor crystal archive writable paper, and the premium photo paper,

fujicolor crystal archive paper supreme high definition, which further enhances the premium printing services available to consumers.

A special exhibit to raise awareness of the alliance between Fujifilm and Xerox Corporation is being held at the booth by connecting a Fujifilm print order terminal with the Xerox Phaser 7760, Photobook solutions will be highlighted. The Xerox iGen4 Press and Xerox 700 Digital Color Press will also be displayed as part of Fujifilm's on demand printing solutions.

Finally, the new LiteBox, Image Intelligence Portrait and Image Intelligence Professional software solutions jointly developed by Fujifilm and Halse Imaging Systems Ltd that has further raised the productivity of professional photo labs will be featured in Fujifilm's Trade Area.

In addition, FUJIFILM Corporation and Nintendo Co., Ltd. has also the launch of the Digital Photo Print Channel for Wii, an Internet-based printing service for digital photo prints, Photobooks and other items, using Nintendo's WiiTM. This service was first introduced in Japan on July 23, 2008, and a reference exhibit of the Digital Photo Print for Wii will be on show at Photokina 2008.

The FUJIFILM GF670 Professional medium-format camera, developed jointly by Fujifilm and Cosina is also being displayed at Photokina 2008 as a reference exhibit (the camera will be marketed under the FUJIFILM brand in Japan only).

SD BHAVYA DESAI



The new COLORSPACE UDMA.

World's fastest & most advanced memory card backup.



SPEED.

Backup 2GB in 1 minute
with full copy verification.
Fast UDMA 40MB/s backup.
More than 2X faster than
our closest competitor.



RAW POWER.

Fast true RAW image decoding.
Slideshow, Histogram & EXIF support.
Zoom up to 100% pixel level on the
High resolution color screen with
Auto screen orientation.



VERSATILITY.

User **programmable** scripts.
Customizable shortcut menu.
File manager with search.
User **upgradeable** parts.
Supports 14 card types.

CAPACITY.

Leave the computer behind.
Up to 500GB of SATA hard
drive storage space and
Long lasting battery capable
of 250GB backups/charge.

SECURITY.

Enjoy peace of mind knowing
your data is always safe with
Real time CRC copy verification
Hard Disk S.M.A.R.T. monitoring
Memory card data recovery.

SYNC.

Incremental backup support.
Backup only new data on card.
Skip previously saved data.
Sync with external drive.
High speed USB with OTG.

International awards won by HyperDrive products



Product of the
Year 2008
[Photokina]



Product of the
Year 2007
[Photokina]



CPS Design &
Engineering
Honors 2006



DMA/PMA
Innovative Product
Award 2005

HYPERDRIVE

SALES@HYPERDRIVE.COM

PHOTOKINA HALL 5.1 BOOTH A030

Sanho displays its latest Hyperdrive Colospace UDMA

Sanho Corporation, which has been credited as one of the world's fastest image storage device manufacturer is showcasing its new HyperDrive COLORSPACE UDMA memory cards and USB devices at this year's Photokina. The company believes that it is the increased performance and advanced features that makes the device ideal for field photo/video backup without computers.

Sanho has tried raising the speed and specifications bar again with the whopping 500GB HyperDrive COLORSPACE UDMA that is capable of downloading 2GB per minute with full data verification. The manufacturers also boast that the same product is the only storage device in the market that can decode and display true RAW images from any camera on its colour LCD screen. New data management, security and synchronization features round up what is probably the most advanced image storage on the market.

Designed for photographers on the move who require huge storage space or redundancy backup for their photos but do not

wish to carry a laptop computer, the HyperDrive COLORSPACE UDMA offers a very fast, reliable, yet compact and affordable solution.

"Never has such a powerful mass storage device come in such a tiny and compact package," said Lu Kang, Product Manager, Sanho Corporation. "The product offers hyper fast transfer speed,

ultra long battery life, true RAW picture playback, CRC copy verification and data recovery functions," he added.

Travel Photographer of the Year 2005, Lorne Resnick has also vouched for the quality of the HyperDrives.

With lower dollar per GB costs than even the most affordable memory cards, HyperDrive COLORSPACE UDMA presents an attractive alternative to buying additional memory cards to meet the massive storage demands of high definition RAW image and video files.

According to the manufacturer, the product is currently the fastest image storage device in the world, doubling the download speed of its predecessor. It is capable of UDMA 40MB/s transfer speed, backing up 2GB in 1 minute with full data verification. The faster speed coupled with a new higher capacity rechargeable lithium ion battery now allows up to 250GB of backups per battery charge. It is also the only image storage device in the world that can display true RAW images from virtually any digital camera, even medium format digital backs on its built-in high resolution QVGA color screen.

Data integrity and security is of utmost importance in the HyperDrive COLORSPACE UDMA. As tiny as any external USB hard drive, the product comes equipped with features like JPEG and RAW image playback on its built-in high-resolution 3.2" QVGA colour screen, which orientates automatically to portrait or landscape mode depending on how it is held.

New features like data synchronization allows the

Price and Availability

The HyperDrive COLORSPACE UDMA will be available from October at the following manufacturer's suggested retail price (80GB:\$339, 120GB:\$379, 160GB:\$399, 250GB:\$499, 320GB:\$539, 500GB:\$599). It will be available at all fine photo retail stores and www.hyperdrive.com.

In order to see the products in action, the visitors can also visit Sanho Corporation at Photokina 2008 Hall 5.1 Booth A030



Features and Benefits

Some of the striking features of these devices are that it is world's largest 500GB high capacity SATA hard drive with built-in multiple partition format support. The HyperDrive COLORSPACE UDMA internal hard drive (up to 500GB) provides an enormous amount of space to backup from memory cards on the go, without the need for computers. Hyper fast UDMA 40MB/s backup speed ensures short waits between transfers. Ultra long battery performance allows 250GB of backups before require recharging, useful for extended photo shoots. 3.2" QVGA color screen allows you to playback JPEG and true RAW images for confirmation. Built-in memory card data recovery tools recovers deleted, lost, formatted or corrupted data which is exceptionally useful especially when out in the field and without a computer.

device to mirror its data with another HyperDrive device or external hard drive via USB OTG host technology. Incremental Backup allows the download of only new data on the card or USB device, skipping previously saved data. It is also the smallest and lightest image storage device to accept 14 different types of memory cards without the need for additional card adaptors.

HyperDrive COLORSPACE UDMA is the latest model from a line of successful HyperDrive products that have won consecutive PhotoForum Product of the Year awards in 2007/2008 as well as prestigious international awards from the Consumer Electronic Show (CES) and Photo Marketing Association (PMA).

Digital photographers have a portable storage device that would allow them to leave their laptops at home and make it unnecessary to own extra memory cards. With capacities up to 500GB, digital photographers have an enormous storage in their hands to capture as many photos without worrying about running out of space. **SD**

Olympus revolutionises digital SLR format



Haruo Ogawa

The global market for interchangeable lens type digital SLR cameras has been growing steadily, but still only accounts for a 7% share of the total digital camera market. Considering the much larger share held by interchangeable lens type SLR camera systems when film was the dominant imaging medium, there is still ample room for sales growth in the category. But compact digital cameras continue to offer an expanding range of features and performance, and market surveys indicate that customers choose compact models because they find digital SLR cameras to be “big, heavy, and difficult to operate.”

Recognising this market trend, Olympus Imaging and Panasonic have introduced products based on the Four Thirds System standard, and have led the industry in bringing features such as **Live View** and contrast-detection auto focusing systems to interchangeable lens type digital camera systems. Together with the existing range of Four Thirds System products, the new range of Micro Four Thirds System products will enable customers to enjoy true interchangeable lens type digital camera system performance.

What are the technical

With the increase in the popularity of the DSLRs on the global front Olympus Imaging and Panasonic are expanding its proprietary Four Thirds System standard even further, enabling the development of radically more compact and lightweight interchangeable lens type digital camera systems based named the Micro Four Thirds System standard. **Haruo Ogawa**, Division Manager, SLR Business Division, **Olympus Imaging Corp** while speaking to **Bhavya Desai**, shares his views on the new system. *Excerpts of the interview:*

differences between the Micro Four Thirds System and the Four Thirds system?

There are principally three differences: firstly the outer diameter of the lens mount is reduced by approximately 6mm. Secondly, the flange back length is reduced by approximately 50%. Those two points are in order to reduce the size and weight of the camera. Thirdly, the number of electronic contacts between the lens and the camera body is increased from nine to eleven. This increase will enable future expansion in movie and Live View functions.

What are the advantages that this new change offers the

consumers?

Primarily, it gives the significant benefit in smaller size and light weight. But it does not mean any compromise on image quality. Customers can enjoy same excellent images, which the current Four Thirds realise.

In addition, we will propose the mount adapter so that the current E-series users can utilize the Micro Four Thirds compliant camera body.

As of now the company has not made any announcements in terms of the products using the Micro Four Thirds system. Will the same be launched at the show?

The current Four Thirds and the new Micro Four Thirds

are both important in Olympus business. We would like to showcase a part of our future proposals based on both standards.

Will the lenses in the new system be smaller in terms of size than the earlier ones? Will it use the same sensor size? Or has the company compromised on the size of the sensor to accommodate this change and will this change affect the picture quality?

Firstly, the Micro Four Thirds compliant lenses will be significantly smaller, especially in wide angle lenses and high magnification zoom lenses. They are designed on the same



policy of the telecentric optics as the Four Thirds. It realises clear, sharp image in peripheral parts of the field.

Secondly, we keep the same sensor size. In conclusion, customers can enjoy the same, excellent image quality.

By the way, the full-size sensor is very much advertised these days. Although the sensor size is an issue, there are other issues, like lens quality and image processor. Let me stress this.

The sensor and the processor show the performance only when the lenses show the high performance, simply because the light comes in only through the lens. The sensor size does not decide the image quality, but the optical performance does. The current Four Thirds have the advantages over bigger sensor format thanks to the telecentric optical design.

Now, the Micro Four Thirds has the same optical performance as the current Four Thirds system. It means that the Micro Four Thirds has the advantages even over the other bigger sensor formats.

If the system will not have any mirrors, does this mean that

the cameras will not be SLRs?

The mirror-less system is not a Single Lens Reflex in the precise definition, but an interchangeable lens type digital camera system. However, the importance for the customers is not the categorisation but the solutions which the product offers. We would like to present our Micro Four Thirds camera as a "POCKETABLE SLR" which would communicate the benefits clearly.

What was the gestation period for the development of the same system?

The idea of the new standard was born already in 2003. But we put the priority to establish the benefits of our products and the line-up, such as the most effective dust reduction system, the full-time Live-View, body-in image stabilisation. After those were completed, we proceeded with the establishment of the new standard.

What are the benefits that the new system will bring to your products? Does this also mean that the four-thirds system will be discontinued?

Olympus continues to develop the new products on

both of the Four Thirds and the Micro Four Thirds. The Micro Four Thirds camera will attract those who like superb image quality but don't like the heavy, bulky camera. The Four Thirds systems still keeps the benefits for those who shoot the fast moving subjects, like sports. The Micro Four Thirds enlarges customers' choices but will never replace the Four Thirds.

What trends do you notice in the global DSLR market?

The market has grown significantly up till now. The unit sales of the Digital SLR now is very close to the one of the film SLR in early 80's, when the film SLR showed its peak in unit sales. But the total camera market nowadays is much bigger than the one in early 80's. It means that the weight of the SLR within total camera market is smaller than in the 80s. Our research tells that 20% of 'point and shoot camera' owners thought about the SLR but that did not buy the SLR at the end of the day. The reasons were: heavy weight, bulky size and difficult operations. The countermeasures on those points will assure the continuous growth of the SLR market and

the Micro Four Thirds is the solution we propose.


Has the economic slowdown in the West affected your sales charts in that region?

The situation is different country to country, year by year. On the other hand, customers' interests on camera, on photography do not change a lot. We expect much more at this Photokina.

What are the new products that the company is launching at this show this year?

You will find the expansion of our Four Thirds line-up and amazing new proposal from the Micro Four Thirds standard. The evolutions are in our 'point and shoot cameras' as well. We will welcome all visitors to the Olympus booth.

What can a visitor who visits the company's booth at the show expect?

Apart from the products, we would like to show our solutions in photographic applications. For example, the excellent photography from our products, the tough shooting conditions where our products show their performance. 

New imaging trends on focus at photokina

Users can learn about the endless possibilities of computer-generated imaging and underwater photography which is going to be showcased as new enterant segments.

The world of imaging-Photokina in it's desire to display future-oriented imaging technologies is exhibiting visitors new kinds of developments. These include virtual photography which has already had a strong influence on numerous areas in modern professional image communication. on the other hand, the showcase of underwater imaging world, which is the first-ever at photokina 2008 show.

In the virtual photography segment or computer-generated imaging (CGI), Photokina's Solution Center in Hall 4.1 is exhibiting the principles and

best strategies for working with computer-generated images. The new processes enable achieving photorealistic visualizations, thus users can take advantage of previously undreamed possibilities. The main focus of this presentation is to pass on practical know-how to professional users. Users can learn about the endless possibilities of computer-generated imaging and about the changing workflow this new medium for creating images demands.

Experts are at hand to give daily lectures on CGI technology. The CGI Project Group under the auspices of Prof. Jostmeier


will present a special 'making of' video about an actual CGI production'.

Last but not least, various photo designers will display live renderings at several CGI workstations and will answer visitors' questions throughout the entire trade fair.

For the Underwater Photography segment, companies from the photography and imaging industry are showing enthusiasts the trend on how they can shoot good images underwater and impress friends and families with the photos made during diving excursions. On each day of the event, the sector's "stars" will appear

on stage to talk about their experiences and give valuable tips on underwater photography.

Visitors can test cameras in a pool under real-life conditions. Professional scuba divers have been made available to be on hand to provide visitors who find the right equipment with valuable tips on using digital cameras in underwater sports.

Hobby scuba divers who have already had some experience with underwater photography will be able to bring their pictures along to have them judged by international underwater photographers, such as Todd Essick and Steve Jones. 

-GAUTAM KAGALWALA

Focusing on the basics

As one of the biggest consumer electronics company in the world, Sony has produced world-class products, which have won the hearts of the consumers worldwide. Using Photokina as the platform to showcase some of its recently launched products including the latest DSLR from the company's stable. **Shigeki Ishizuka**, Senior Vice President, Corporate Executive Digital Imaging Business Group, **Sony Corporation** spoke to **Bhavya Desai** ahead of the show about the global trends and its participation at the show.



Shigeki Ishizuka

With digital imaging technology moving at such a fast pace, the expectations as well as the demands of the consumers have increased immensely. However as complicated as this sounds, Sony simply believes that the customers are and will purely look for a camera that is capable of capturing accurate images as they are in the real life says the Mr. Ishizuka.

And when you ask how he plans to deliver the same plan to the consumer, comes the complicated answer, "Sony can internally develop key devices necessary for unique and



attractive cameras which set us apart from the competition, such as image sensor, image processing engine, optical and display devices. These key devices are developed in

parallel with the camera so that the latest technologies can be incorporated into our cameras in a timely manner."

One would think that Mr. Ishizuka is sounding very

optimistic considering the slow growth of the DSC business in the developed markets and a noticeable preference shift towards the DSLR units. But he is quick to point that the digital imaging technology will make new ways of photo entertainment possible like never before. One such example of the same is "HD Photo-viewing", i.e. viewing digital pictures with high definition TVs, a trend which many manufacturers are focusing on lately.

When asked if the company's DSLR operations have not taken off in the same manner, as the company would have wanted especially keeping in mind its immensely popular DSC business, the Senior Vice President replies, "since the size and the nature of the two businesses are different, simply comparing them will not be appropriate. But we think our DSLR business has taken off according to the plan."

Mr. Ishizuka does not feel the need to go on the same lines like many manufacturers who have integrated numerous product segments to enhance the consumer focus and experience. Instead he believes that despite digital technology constantly evolving, in the case of camera, reinforcing the basic camera functions are most important and the most sought-after points.

Part of the reason why he feels that these are the functions that are most sort after is due



Sony Products on Display at the show

We will not be launching any new products during Photokina, but will showcase our recently launched new products at the event, including the following:

The Alpha DSLR-A900 – the world's first full frame DSLR with 24.6 megapixels delivers the unmatched image quality, creative expression and performance demanded by professional photographers. It has a bright optical glass pentaprism viewfinder with 100% coverage. The enhanced SteadyShot INSIDE™ offers up to 4.0 steps anti-shake performance with α lens. It provides the photographer with ultra-sharp shooting responses and flawless, low-noise images from dual BIONZ™ image processor. It reviews images on High Resolution 3.0-inch Xtra Fine LCD. The Alpha 900 is fast, high-accuracy 9-point AF with 10 focus assist points and it is also characterised by 5fps continuous shooting at full resolution 24.6 megapixels.

The **Cyber-shot DSC-T77** is just 15mm thick and showcases ultra-slim, beautiful styling in a choice of fashionable colours. It features 10.1 megapixels with wide 3.0-inch touch-screen, 4x optical zoom, optical SteadyShot, improved Smile Shutter, enhanced Face Detection and Intelligent Scene Recognition

The **Handycam HDR-TG3** is the smallest, slimmest, lightest camcorder ever to feature 1920x1080 Full HD recording with crisp 5.1ch surround sound. Little bigger than a mobile phone, the tiny TG3 delivers HD picture quality without compromise. It's also the world's first camcorder that features a body using pure titanium – a material that's 40% lighter than steel and twice as strong as aluminium. The tough titanium shell is finished with a Premium Hard Coating.

The **Handycam HDR-CX11E** is a compact and beautifully styled fully-featured High Definition Handycam® with Carl Zeiss Vario-Sonnar T* lens, ClearVid CMOS Sensor, x.v.Colour, Face Detection and Smile Shutter. It records up to 5 hours 55 mins of 1920x1080 Full HD movie (with optional 16GB Memory Stick™). The CX11E is the world's first ever camcorder to feature Smile Shutter. This unique Sony technology automatically captures crisp 7.6 megapixel photos when someone smiles. There's no need to press the shutter button or interrupt the action: it's great for spontaneously capturing relaxed, happy moments while you're recording.

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to the increase in the consumer awareness levels, who have increasingly become familiar with digital imaging technology. As customers' knowledge increases, so does their desire to take pictures more frequently and casually he adds.

He exemplifies this point further by adding, "As digital still camera has become a household item, average customers' shooting skill has been enhanced, which leads to higher expectation on camera

and promotes market growth."

Talking about the company's participation at the show Mr. Ishizuka says that this year, Sony will have the largest stand at Photokina in 2008 – which is also the largest ever Sony stand at Photokina. The Sony booth concept will be a creative translation of our successful Foam City ATL campaign concept into an organic exhibition stand which takes visitors on a journey through shooting, viewing and sharing. **S**

Photokina on a new momentum

Photokina, the largest photography exhibition of the world comes back this year with greater fanfare and with a new momentum for the future market development. **Oliver P. Kuhrt**, Executive Vice President, **Photokina**, spoke to **Bhavya Desai** about the major attractions in this year's show. Excerpts of the interview:

How many exhibitors are participating in the show this year? And what about the number of visitors that you expect in this year's show?

A total of 1,523 companies from 49 countries have registered for Photokina 2008. Of these, 519 are from Germany and 1,004 are from abroad. This means that exhibitor participation at Photokina is remaining stable at a very high level. This year, 66 percent of the exhibitors are from abroad. In other words, we have once again slightly increased the event's international scope. By way of comparison, in 2006 the proportion of exhibitors from abroad was 65 percent, and they came from a total of 46 countries.

In addition, we are expecting that approximately 160,000 visitors from all over the world will once again be coming to Photokina this year in order to find out about the numerous new products and services being offered to them by the sector.

What are the changes that Photokina will be featuring this year?

In terms of the contents of Photokina 2006, we successfully implemented the concept of representing the entire imaging workflow in the layout of the halls. We will continue to use this concept in an optimized form in 2008. In concrete terms, this means that we will be dividing up the workflow into four rather than five different product segments this year: Image Capture, Image Processing, Image Storage, and

Image Output. At the same time, exhibition space for accessory items will be annexed to the relevant product segments of the imaging workflow. This optimization comes in response to the wish of the market for closer integration between individual product segments and their corresponding accessories as the ideal implementation of the workflow-based hall layout concept.

How would you describe the journey made by this fair over so many years?

Photokina has always placed the image, and not just products, firmly at the center of its activities. That is precisely the secret of its great success. Many of the latest technical innovations are image-based, so a very important part of Photokina involves showcasing these new trends and presenting the innovations of the future. That's why we refer Photokina as the World of Imaging, a concept that goes far beyond just photography. True to the motto "Imaging is more," Photokina has never exclusively focused on photography products, but instead has always covered all areas of the imaging market — from image capture to image processing, and from image storage to the different possibilities of image output. That's why Photokina will also remain the sector's leading global trade fair in the future.

It is widely believed that many of the former exhibitors will not be exhibiting at the show this year. Can you throw some

light on this subject?

All the big names in the global imaging sector will once again be on hand in Cologne in 2008 in order to present themselves to a top-caliber audience of trade visitors from all over the world. Photokina is thus strengthening its position as the leading international trade fair for the entire imaging sector — and it is once again living up to its claim to cover the entire range of products and services for the photography and imaging sector. No other event in this category can make that claim. Then too, many of the exhibiting companies at Photokina 2008, including Sony, Panasonic, Samsung, and Canon, have once again significantly expanded the size of their stands. This is yet another clear indication of Photokina's unique status as the most important international platform of the imaging sector.

What are the changes in terms of trends that you have noticed in the past two years since the last show? Are they phenomenal changes or has it been on a rather smaller scale?

The trend towards digitisation has led to companies from the IT and telecommunications sector discovering Photokina as an important platform in recent years. In addition to the area of image capture, which has traditionally been strong, this year, we're also seeing a trend toward the increasing importance of segments for accessories and imaging services such as digital photo



Oliver P. Kuhrt

frames, photofinishing, online services, and photo books. These segments have also clearly gained in importance in terms of the visitors' perception. Of course we're glad to see this trend, because it shows that our sector is experiencing continual and dynamic development.

And the technical possibilities are far from being exhausted. It will also be exciting to watch the development of the diverse possibilities customers will have available to get to their end product — the actual image. I'm convinced that image-oriented applications will play an increasingly important role in our daily lives in the future. But we can already say with certainty that the sector still has quite a few positive surprises in store for us.

What is the biggest challenge that any organiser faces to make a show of this magnitude, successful year after year?

Photokina is evolving with the sector and for the sector. That's why it has to vigorously promote certain themes and provide the sector with new momentum for future market developments. That is certainly the biggest challenge that we faces year after year. But in its almost 60-year-long history, Photokina has again and again

Contd. on page #15

Canon to debut SELPHY ES3 and ES30 Photo Printers

As Photokina gets underway Canon is clicking its photokina 2008 product strategy in place with the launch of the SELPHY ES3 and SELPHY ES30 chic, compact photo printers. Dubbed to be the successors of the SELPHY ES2 and SELPHY ES20 respectively, the new models are pleasing to the eye and versatile in performance, giving photo prints in laboratory quality.


With a more practical curved, easy to carry design and larger LCD screens of 3.5" in ES3 and 3.0" in ES30, the printers offer Gold and Silver Easy Photo Packs for enhanced printing. The ES3 also comes with 1GB of built-in memory allowing users to store their favorite photos for easy repeat printing. Users can further transform their pictures using the dedicated Creative Print button. Included are a wide variety of layouts, filter effects and

picture additions such as clip art and frames. There are also three new image effects: Modern Bright, Pin-hole Camera (which simulates the vignetting effect of old-fashioned cameras) and Nostalgic.

"More and more people are discovering the pleasure of turning their digital photos into lab-quality prints they can hold, pass round and share," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "As well as making this process easy, the SELPHY ES3 and SELPHY ES30 offer our most extensive range of creative print options yet." The deliverable of the new Canoscan - ES - models contains the Canon solution disk with zoom browser ex 6.1 Windows Vista (including SP1) / XP SP2, Ulead photo



express Le 6.6 and printer drivers 2.1 (Microsoft Windows 2000 SP4 / XP SP1 / SP2, Vista 64 bit) and ImageBrowser 6.1 and printer drivers 2.2 (Mac OS x 10.4 - 10.5). The Canon solution disk of

Canoscan ES3 also includes Canoscan content utility, a new tool, with the additional elements or clip art themes on the internal memory Canoscan ES3 can be loaded. 

Contd. From page 14

impressively demonstrated that it's more than equal to this challenge. We need to constantly innovate and come up with new ideas. Of course it's a challenge, but it's also a task we enjoy, because the photography and imaging sector is one of the most creative industries going.

Over the past few years, the sector has again and again demonstrated its enormous potential for innovation, introducing fascinating new products and technologies in quick succession. That also applies to our supporting program, which we tailor to meet the needs of a broad variety of trade visitor target groups. We do that because it's important to offer the trade visitors added value that they can use in their subsequent business operations. The imaging sector offers us an endless variety of starting points where we can do just that. To actually offer this added value,

one has to know the sector well — and we can look back at many years of experience all over the world.

We are also continually working to intensify our contacts with our existing exhibitors and potential new exhibitors. For example, during an Asian tour by the Koelnmesse management along with the Mayor of the City of Cologne and representatives of the German Photographic Industry Association we had the opportunity to meet many CEOs from our most important Asian exhibitors. We held personal talks with the top executives from companies such as Canon, Nikon, Panasonic, Samsung, and Olympus in order to enlist their support for even closer strategic cooperation. We've also been able to forge closer links between Photokina and the Japanese media group Dai Nippon, a new key player in the market. 

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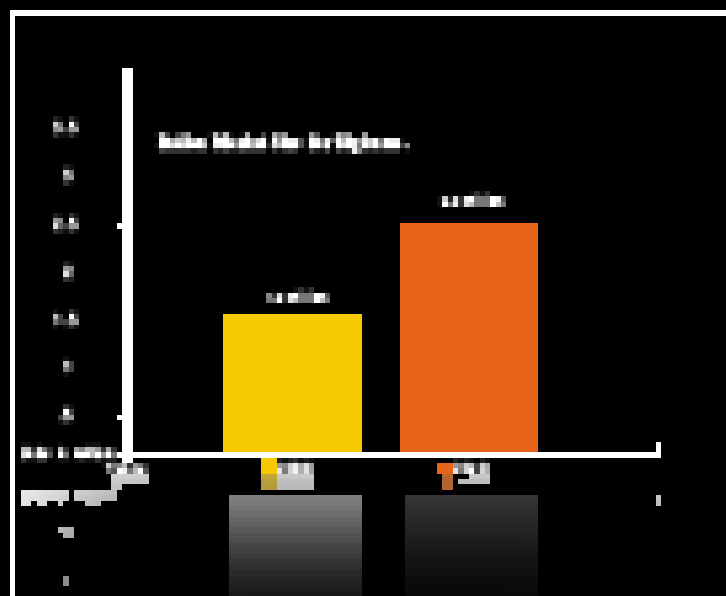
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Reasons Why You Should Be A Part Of Photofair 2009

Indian Photo / Imaging Market Statistics:

POPULATION: Over one billion (Over 100 crore).

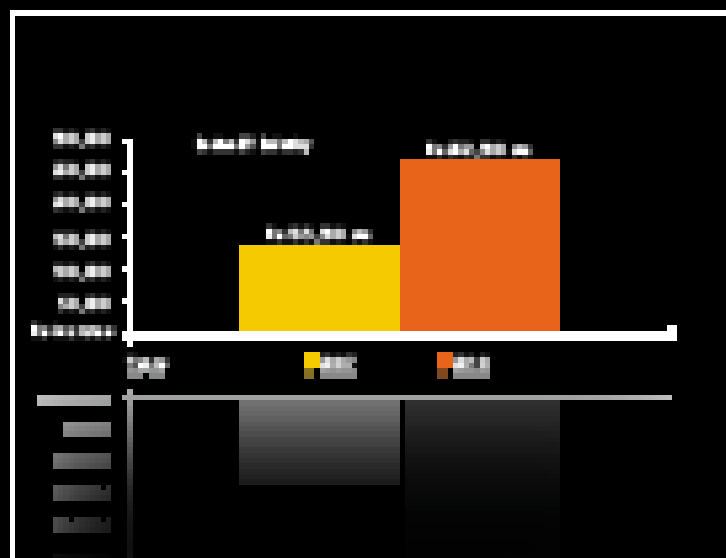
GDP: US \$ 1.16 trillion. It is projected to grow at 5 percent of the GDP over the next 50 years.



INDIAN MARKET SIZE FOR DIGICAMS: The current Indian digital camera market is over 1.5 million (1.5 lakh) units and is expected to touch 2.5 mtr (25 lakh) by 2010.

CUSTOM & IMPORT DUTIES: The Effective Import Duties are:

1. Digital cameras and IT related products (Inkjet type printers, scanners, etc.) is 18 percent
2. Photographic Minilab equipment: 29 percent
3. Photo color paper / emulsion films & accessories: 33 percent

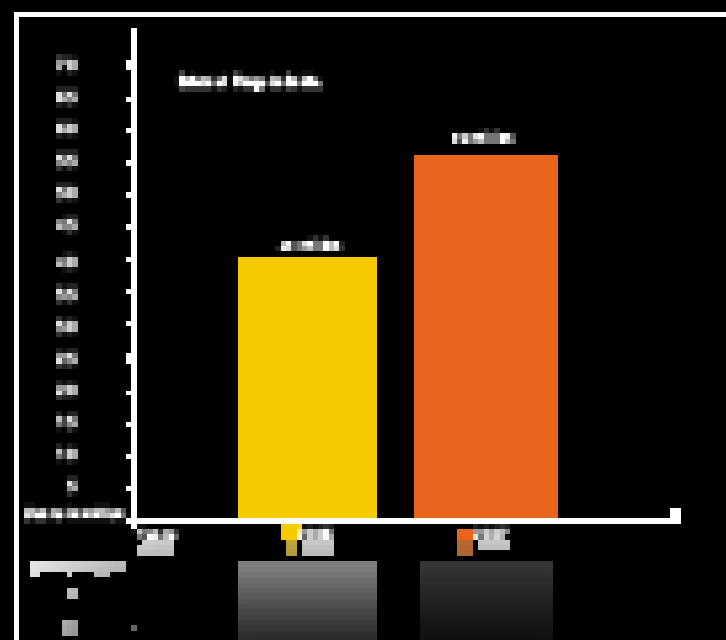


INDIAN IT INDUSTRY: Software and services exported \$13 bn (approx. Rs.1,32,300 crore) in 2007 fiscal, (growth rate of 32.6 percent). It is expected that the growth is likely to touch \$22 bn (approx. Rs. 2,22,800 crore) by 2010.

FLASH MEMORY/STORAGE MARKET: Demand for memory cards has been on the rise in India, primarily in mobile phones and digital cameras.

THE GREAT INDIAN MOBILE REVOLUTION: The number of mobile users in India will double from 280 million to 400 million by 2010, providing a boost to the photo printing market in India.

INDIAN PC PENETRATION: The India PC market crossed the milestone of achieving a landmark of 6.5 million (65 lakh) shipments in 2007, while registering a 28 percent year-on-year growth.



INTERNET USAGE IN INDIA: For the first time ever the Internet user base in India grew by over 80 percent to touch 85 million (85 lakh) in 2007 from that of 48 million (48 lakh) in 2006.

ONLINE PHOTO SERVICES: A recent study of the e-tailing market in India estimates that the size of the online retailing market for 2006-2007 was about \$ 200 million (approx. Rs. 800 crore). This segment is expected to rise by 38 percent in 2007-2008.

DISTRIBUTION MODEL FOR IMAGING PRODUCTS: In fact, major companies distribute their products through National/Regional Distributors in all the States of the country.

SALES CHANNELS IN INDIA FOR IMAGING PRODUCTS: The three main distribution channels in India are: 1) Photo Channel, 2) IT Channel, 3) Modern Trade/Organized Channel, comprising largely of Shopping malls.

NUMBER OF PHOTO STUDIOS: 1,50,000 outlets across India.

NUMBER OF LABS: 5000 outlets across India and over 58 percent does digital printing.

TRADE & INDUSTRY ASSOCIATION: All India Photographic Trade and Industry Association (AIPITA), the largest body to represent the photo/imaging trade and industry throughout the country.

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Photofair undergoes metamorphosis of change

Photofair, once the domain of the All India Photo Trade & Industry Association (AIPTA), have now joined hands with the three magazines dedicated to the industry to become one mega event and will be held in New Delhi, the capital city of India.

The Indian Photo Imaging industry has grown over the years and today more than 100,000 visitors routinely visit the show making it the third largest show in the world. Visitors include photographers from all over the country, all those in the trade including photolab owners and photofinishers, executives from manufacturing companies and those connected with the industry. India with its growing status in the global marketplace has also become the launching ground for the latest cameras and technology. While some segments of India still remain analogue, digital technology has been ushered in step with global trends thanks to the buoyant technology driven IT industry. The analogue industry is loosing ground and the trade is moving quickly to adapt to the changing times.

The change from analogue to digital technology is coming a full circle and for Asian Photography, the magazine, which was the pioneers in covering the industry, has to now contend with two other publications. While Asian Photography has moved westwards to bringing out show dailies at PMA in Las Vegas



Jayesh Mehta

earlier and Photokina in Cologne for a decade. Eastwards the magazine now publishes an Asia Pacific edition from Singapore that has helped grow the Photofair brand worldwide. The other two publications Better Photography and Smart Photography have remained India centric but have done their bit to nurture the growth of the Industry with their own brand of exhibitions while grow their own publications. This trend of having separate exhibitions has diluted the role of exhibitions and has put logistical and financial constraints on exhibitors. It is heartening to note that all the stake holders have now come together to work for the common good of the industry coping with the difficult business climate and also using their synergy to make



Chandrakant Shah

Photofair bigger and better.

Camera majors and exhibitors could not agree more and are candid enough to admit that there is maximum utilization of resources which make good business and economic sense. Imagine a scenario where three media companies are organizing three separate exhibitions in a single city in a space of six months. Honestly this would not only have grave consequences on the industry, but also dilute the exhibitors expectations of more visitors under one roof.

So the way forward was to find a solution that will best serve the interests of the industry as well as the stake holders. Competitors will now collude together to safeguard the greater interest of the industry as a whole. The concept of "One Fair, One City" where a single exhibition will be organized under the banner of "Photofair" as the All India Photographic Trade and Industry Association (AIPTIA) took the initiative to bring the three media companies under their banner and to present a unified show.

Jayesh Mehta, Hon. Chairman, AIPTIA had this to say on the sudden developments. "AIPTIA aims at bringing together the entire Photographic and Digital Imaging community

on one platform, in order to increase its awareness on the digital revolution in photographic products. The event will zoom in on the new digital world of possibilities."

There is no doubt that all the media organization agreed and believe that this is and always was the best solution for the industry and with AIPTIA providing the common platform, the project has now actually taken off from the drawing board.

Photofair 2009

There is no doubt that over the years the brand "Photofair" has become a force to reckon with at an international stage. With a strong legacy behind the same, the objective of the Photofair 2009 also remains to provide and ensure an exhibition that is a knowledge-hub around which the entire activities of photographic trade and industry would revolve. Spread over 15,000 sq. mts in halls 8,9,10,11,12 and 12A, the exhibition promises to deliver the goods like never before.

When asked about what has the association learnt from the previous editions of Photofair, Mr. Chandrakant Shah had this to say, "I have learnt to organise the show professionally over a number of years. Since India



H.S. Billimoria



Trilok Desai



Krishna Tiwari

is a growing market and whole of world are eyeing India for business prospects, we should take advantage of the same. It is my experience that if the show is managed professionally we can attract many participants from international market. The Photo fair 2008 held in Mumbai was a great success and many reckon it the best Photo fairs organised until now. I am still learning on a daily basis and can offer a lot more to both exhibitors and visitors.

Mehta added, "AIPTIA has always improved from its earlier fairs and has so far conducted 13 Photofair over 25 years. Needless to mention that the Photofair has always been the most talked



Alok Bharadwaj

his views on the developments and the benefits to an exhibitor like Canon of a single exhibition in Delhi. "According to me, splitting exhibition or platforms like these into three or four separate platforms was an

The co-organizers for the event include three of the best media companies that the readers have seen offering experience and expertise enhancing the experience of the visitors as well as the exhibitors at the show. They too have seen the positive side of the collaboration although it could be a dent to their revenues. Trilok Desai, Publisher, Asian Photography, Sap Media Worldwide Ltd said, "The Photofair 2009 is an event which marks history not only in the Indian Photo-Imaging industry but also sets a benchmark and example in the global arena, where for the first time three competing medias come together under the guidance and

between the end consumer and the photo industry, and bring them face-to-face. Not only does it allow international companies to showcase their products and services, but also from a vibrant platform for indigenous manufacturers to connect with a variety of audiences as well. The event will offer a lot of value to those who even have a passing interest in the field or subject of photography, videography and imaging. The organizing teams will direct their whole efforts to ensure that the value and experience for visitors is enhanced."

"Photography has endured through several technological discoveries right from its

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about exhibition throughout the length and breadth of the country. It has not been ranked as the best exhibition in Asia and the world's 3rd biggest photographic and trade exhibition. We are confident every one who visits this show would find the improvement in terms of various activities and arrangements from the previous editions."

From an exhibitor perspective the amalgamation of the 3 fairs definitely is the way forward, Alok Bharadwaj, Senior Vice President, Canon India shares

absolutely meaningless idea. The only reason why this was happening here was because there were three main media experts in photography and these publication houses wanted to create their own property."

Any event of this magnitude demands an investment of about Rs. 1 crore from an exhibitor like us. This means that if we get 100 thousand people then it amounts upto spending Rs 100 per person. Which is good within the limits of the marketing spend he added.

banner of AIPTIA to co-organize a magnanimous event that will showcase the best and latest products of the photographic and allied industry's."

Mr Krishna Tiwari, General Manager – Publishing, Infomedia India Ltd states, "Better Photography is pleased to be on board as one of the co-organizers of Photo Fair 2009 – an event that will take Delhi by storm, with everyone from the industry under one roof. We think this event will be a grand success because this merger will bridge the gap

evolution. However, since this art form is technology driven, it is imperative that the aesthetics of the gadgets too match up with the latest innovations. The fact is at the rate at which we're going, I'd say, cameras will almost catch up with the human eye within the next few years. Photofair '09 is expected to breathe new life into the visual medium for the benefit of the industry," opines Mr. Mr. H.S. Billimoria, Editor, Smart Photography, sharing his views on the event. **SI**

VINCENT FERNANDES

Photoshop Lightroom 2 Adventure made easy

Mikkel Aaland a photographer, author and creator/director of the Adobe Photoshop Lightroom Adventure captured the lessons learnt, through his new book. In an interview he recounts the incredible journey to **Fred Shippey**. Excerpts:

What was the intent of this adventure?

This adventure, like the first one to Iceland, was a unique collaboration between toolmaker (Adobe) and photographer resulting in a real-world application (Photoshop Lightroom) that works for all of us like it should. The photographers were selected both for their world-class photographic skills and their interest in new technologies. They weren't paid but got a trip of a lifetime. Their expertise and suggestions have been incorporated into the latest version of Adobe Photoshop Lightroom, which was very satisfying for them. Several Adobe personnel working on digital imaging accompanied the group and provided first-hand support while producing some amazing photos themselves. Besides the satisfaction of putting this group together, I got very valuable material that I have used in my new book, which is just now finished, titled, Photoshop

Lightroom 2 Adventure, published by O'Reilly.

Who were the participants?

18 world-class photographers from all over world, including Great Britain, Germany, Japan, United States, and Australia. 5 high-level Adobe personnel who provided support and incorporated many of the suggestions for improving the software into the final version of Lightroom 2. We also had a team from Tourism Tasmania along who provided logistic support. We also had along high-tech media star, Leo Laporte, who both reported on the event and participated as a photographer. His blogs, tweets and on-line videos generated over a million hits while we were in the field. He also did his popular weekend radio show, The Tech Guy, broadcast all over the world, from Hobart, Tasmania. It was quite a team! We all worked very well together.



Mikkel Aaland

You must be getting pretty good in organizing such 'adventures' - what does it take to make it all work?

A stubborn Norwegian character! No, seriously, this was groupeffort. I just finished writing the acknowledgements for the book and the list is two pages long. It really takes an army to make something this huge happen.

Who helped make it possible?

We had several sponsors. Adobe and Tourism Tasmania and my publisher were the main sponsors. Qantas was also very important, obviously! They flew

all of us from all over the world safely to and from Tasmania. Epson was particularly supportive because they helped us with both money and printers and print media that we used on the road. By the way, last night in Tasmania we had a print auction using our Epson prints that raised over \$7,000 for the Save the Tasmanian Devil fund.) Digital Railroad was a new sponsor for us, and we were thrilled with the idea that we could partner with them and help our photographers get their incredible images of Tasmania into the marketplace. Lowepro helped us with both money and bags, which everyone really appreciated. Sanyo donated a few HD video cameras to provide "B" roll for the adventure video that Stormfront Productions is producing. We got product from Lensbaby and Hoodman, which was also appreciated.

What improvements in digital imaging workflow for pro-photographers are you seeing?

The most compelling and amazing thing about working with Adobe Photoshop Lightroom is it frees photographers to do what they do best: take photos. It creates a smooth, relatively effortless work environment that digests images, RAW or otherwise, and quickly spits them out into





what ever from you want, be it a slideshow, web gallery, or print. The product makes the photographer looks good and smart and because it saves so much time, it saves a lot of money.

What improvements in digital imaging workflow still need to be made?

Lightroom doesn't handle video, and personally I think this is critical. Photographers have learned that the future is not just still imaging but imaging and you need to offer multiple services to your client. At this point it's hard to imagine a one-stop solution, but such a solution will make all the difference and I look forward to it.


What did you enjoy the most about this Adventure?

Working with the team. Photography attracts wonderful people who are passionate about what they do. I love working with them. The biggest surprise on this adventure was the location, Tasmania. What an amazing place! The people are so friendly. The landscape is so varied. We were like kids in a candy store, running from place to place taking photos. It satisfied the landscape photographers in the group such as Charlie Cramer and Peter Eastway, as well as the people photographers such as Catherine Hall and Bruce Dale. The animal life was really out of this world. I love the Tasmanian devil. It's SO cute! And the wombats are to die for! I wanted to bring one home for my daughters.

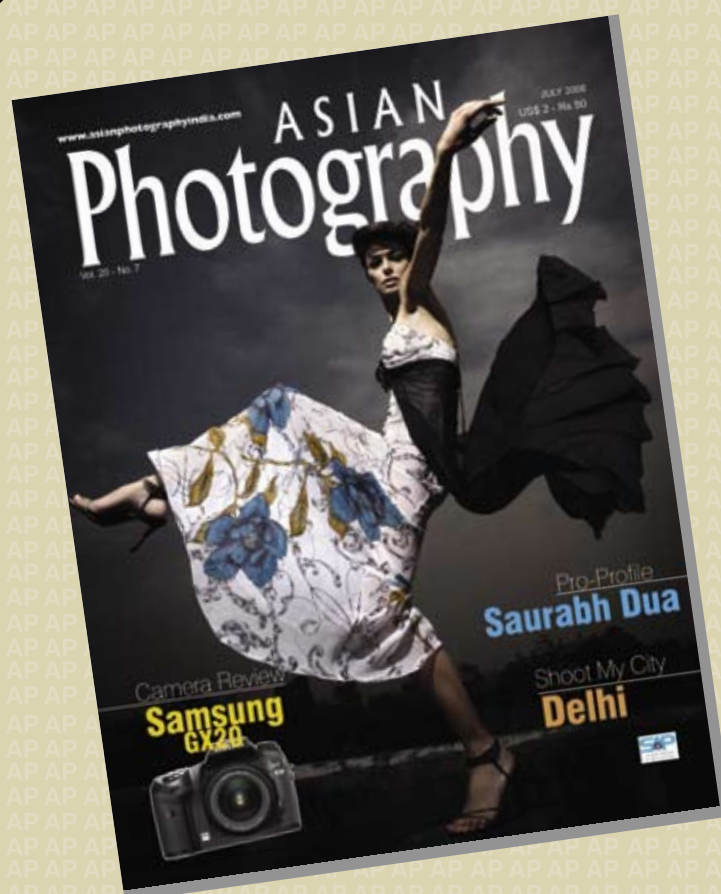
Where can we see the results of this Adventure?

If you Google Tasmanian Adobe Adventure you will find so much on what we did. The main sites are <http://digitalmedia.oreilly.com/adventure/>: <http://www.xyzadventures.com/galleries/>: <http://www.digitalrailroad.net/LightroomAdventure/Production/PhotoGroupView.aspx?pbid=4&msa=1&pgid=15353763>. And of course, you can always buy the book! http://www.amazon.com/Photoshop-Lightroom-Adventure-Mikkel-Aaland/dp/0596521014/ref=sr_1_8/102-8448475-0747319?ie=UTF8&s=books.

What's next?

I hope we can continue with the adventures. It's a win-win for everyone. The sponsors get an amazing feedback and attention and the photographers get a chance to shape the future, and take great photos! We are looking at a couple locations for the next adventure, including an island in the Caribbean and the northern Japanese island of Hokkaido. A lot of the decisions depends on the life cycle of the software. The first version of LR was beta in the summer so Iceland was a perfect choice. The second version was beta in the winter so had to look below the equator for an appropriate location to road test it. We like islands because they are more contained. Have you every heard the phrase, herding cats? Well it applies to photographers. An island keeps them focused. 

Zoom into the Indian and South Asian Photo & Imaging Market



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New Shooters on the block

The Photokina show offers an opportunity to all the manufacturers to flash their latest product to the consumers. Following the same trend we have made a list of some of the new cameras that are highlighted by the manufacturers at the show

A report on these new kids on the block who have made their way into Photokina 2008.

NIKON D 90

The best new feature that the Nikon D 90 is offering is its high image quality combined with high ISO capability that can be used with excellent results. It is similar to the lines of the Nikon D3 and D300, which was later followed by the Nikon D700. The camera also offers several in camera photo editing functions that might make it easy for users to enhance images within the camera. Some of these include several new retouch options like: 'Distortion Control' adjusts lens aberration, 'Straighten' corrects the inclination of the image, while 'Fisheye' produces optical effects similar to that of a fisheye lens. One feature that might have all the photographers druling is the

72-frame playback, calendar playback and histogram display for a magnified portion of the image. The D90 also offers the capability to capture moving images much like the camcorders. However these cannot really be compared since it is primarily a DSLR to shoot still images.

Canon PowerShot SD 990 IS

Canon launches the new PowerShot SD990 IS Digital ELPH camera at the show, which will showcase features like Optical Image Stabilization and Canon's new DIGIC 4 image processor. The camera is a basic mix of advanced features combined with style for the fashion-conscious photo enthusiasts. As per the information supplied to us the manufacturer has also created a limited-edition PowerShot SD990 IS Digital ELPH camera in red.

According to the



manufacturer thanks to its DIGIC IV processor, the camera now has the capability to detect faces from most angles. Another innovation is the Face Detection Self-Timer, which automatically takes a photo two seconds after a new face enters the scene.

SONY A 900

Sony introduces the Alpha 900, the world's first full-frame

24.6 megapixel DSLR, which the company hopes will deliver excellent image quality and performance. The Sony A900 digital SLR from Sony sets a new benchmark for serious photo enthusiasts who demand the unrivalled quality and creative possibilities of full-frame imaging. This is the comp[any's first camera that boasts of a 24.6 effective megapixel full-frame



CMOS sensor. The A900 not only boasts of this capability but also is the industry's first full-frame DSLR in this segment boasting this megapixel count.

Features: (As supplied by the company)

According to the company, the DSLR delivers extraordinary image detail and wide dynamic range. The new-generation sensor captures flawless images with unprecedented fidelity, characterized by vibrant colours, ultra-real textures and subtle tonal gradations. Complementing the extremely high native resolution of the sensor, Exmor performs on-chip analogue/digital (A/D) signal conversion and two-stage noise reduction. This guarantees ultra-low noise image files that take advantage of the superb resolving power of high-precision lenses.

Realising the immense creative potential of the 24.6 MP full-frame sensor, the new advanced dual BIONZ processors handle massive amounts of image data at extremely high speed. Powerful noise reduction algorithms are applied prior to RAW data conversion and then again during image processing, yielding flawless, detail packed images with an absolute minimum of noise. The dual BIONZ processors also underpin the camera's razor-sharp shooting responses, allowing sustained 5fps continuous shooting at full 24.6 megapixel resolution.

Panasonic LUMIX DMC – FX35

The FX35 is the latest form Panasonics stable in its famous

LUMIX series, which has been continuously developed over the years. This camera belongs to the FX-series of cameras that has been available on the market for many generations. Boasting of a 10-megapixel sensor, much is expected of this camera by the manufacturers.

OLYMPUS SP 565

The Olympus SP-565 Ultra Zoom is the smaller and lighter version of the SP-570 UZ, which is believed to be the world's

lot of curiosity at the show.

Features (as provided by the manufacturer)

Olympus SP-565 UZ camera features a Perfect Shot Preview mode that enables users to preview and select various photographic effects (such as zoom, exposure compensation, white balance and metering) on a live, multi-window screen before snapping the shot.



most powerful ultra zoom digital camera. The camera boasts of a 20x wide-angle telephoto zoom lens (26-520mm equivalent), which has been incorporated for the ease-of-use as a point-and-shoot camera. With its compact nature, it is sure to please the eyes of the users that are looking for a handy and light-weight camera to use. Equipped with a 10-megapixel sensor, the camera is expected to create a


PENTAX M60 (as supplied by the manufacturer)

with advanced basic functions. The Pentax M60 can be used widely by many different kinds of people in a variety of scenes, and is equipped with the latest scene mode recognition function that allows for even more easy and convenient photography of high-quality images. The Pentax Optio M60 is the latest model in the Pentax Optio M series of compact digital cameras highly acclaimed for their small, lightweight bodies and enhanced basic functions.

In addition to a metal exterior that gives off a sense of sophistication, an optical 5X zoom, a large and easily-viewable LCD monitor, and easy-to-understand operability, the effective pixel count has been increased to approximately 10.0 megapixels. Furthermore, the Pentax M60 has been finished as a model that enables for easier and more beautiful photography by leaving it up to the camera to take photos, such as through a strengthening of the face recognition function and further advancement of the convenient "Auto Picture" function unique to Pentax, where the camera automatically



Pentax will showcase the new Pentax Optio M60 camera, which is much in the lines of the new fashionable range of cameras that most manufacturers are offering these days will be a standard-class compact digital camera that is also lightweight and equipped

detects the conditions of the subject and selects the optimal scene mode. The Pentax Optio M60 also comes in 3 different colors, allowing users to select their favourite colour. 



Virtual Television Studio for all

Internet visionaries from Bonn, Germany, launches <http://make.tv>, a virtual television studio for everyone. The new service makes its debut at booth B054 in hall 9 on September 23rd, at the Photokina08 in Cologne and is set to revolutionise live television.

"We're giving away entire television studios. What happens when thousands of creative producers suddenly start producing television? The potential is limitless – and the impact it will have remains to be seen", make.tv founder Andreas Meyer raves. "With make.tv, experimental and innovative TV formats will emerge that, until now, simply would have been too expensive to produce", Meyer is convinced. He is also the founder of <http://www.fotocommunity.de>, which is now Europe's leading online platform for photographers.

Following a year-long development phase, <http://make.tv> will be unveiled at the world's largest imaging trade fair, as well as on the Internet, as a new, virtual TV Studio that provides



everyone with the tools to produce live broadcasts – without having to invest in conventional broadcasting equipment.

The virtual studio is controlled by computer, simple to use and completely browser based. <http://make.tv> requires no additional software. Now broadcasting is possible at virtually no cost – from anywhere in the world.

The 15-man company in Bonn has already been confronted with some unusual pre-launch inquiries, including a renowned opera company that wants to broadcast every performance on


the Internet, anti-nuclear activists looking to set up a channel to broadcast their demonstrations live, and even an international special interest channel for graffiti artists.

"We stuck to the tried and trusted principles of TV production", explains Georg Lenzen, responsible for the technology. "But we've made the whole thing much simpler. You attach one or more cameras to a computer open the make.tv Studio in your browser, and you're ready to go."

The big networks are

launching more and more special interest channels and discovering the Internet as a further distribution channel to cater to the increasingly diversified interests of their viewers. Meyer criticizes the strategies of the networks that use the Internet solely as a medium for the downstream exploitation of existing content.

Says Meyer, "IP-TV is just putting old wine into new wineskins". "With make.tv, we solve the problem at the root! The Internet needs new formats that are produced specifically for the internet and fully utilise the possibilities of the medium. And now we're providing the tools for that."

The founders created make.tv with a business model in mind. Producers can decide themselves whether they want to charge an entry fee or offer their shows for free. The sale of products or electronic media during an online show is also possible. make.tv is now accessible at <http://make.tv>. Using the free basic package, it is already possible to go live on air in a matter of minutes. 

Linhof Young Photographer Award 08/09

Linhof is the oldest existing camera manufacturer in the world with a tradition of more than 120 years in developing and manufacturing view cameras and optical equipment for applied photography.

Linhof is market leader for professional large format camera systems. The company has been actively engaged in supporting the projects of younger people for many decades and now Linhof again is inviting entries for their bi-annual competition for the best images of younger photographers preferably taken with large format cameras systems.

In view of the worldwide distribution of Linhof cameras we anticipate a high volume of entries for this prestigious award. The judging will take place in

April 2009 by a select jury of experts in the photographic world to determine the 3 best entries. The topic of the subject matter is the urban environment. The theme of the competition is "Human Cityscapes". The photographic realisation should comprise the urban environment "City" showing contrasts or unity of citizens and architecture. The role of the human being within



the urban architecture is the idea. Linhof expects a conceptional work relating to the theme with probably new personal reflections.

The Linhof Award for young photography is based on the fine art aesthetic principles of large format photography. The competition is issued worldwide by Linhof Präzisions-Systemtechnik GmbH / Munich.

The competition is open to all professional photographers and students of photography. Maximum age is 35 years. Every participant may submit a minimum of 5 to a maximum of 8 entries all dealing with the theme of the contest. All works should have been taken since 2008.

Deadline for submissions is March 31, 2009 (date of the sending post office).

The prizes are as follows:

- 1st.** Linhof Camera equipment to the value of 10000 Euro
- 2nd.** Linhof Camera equipment to the value of 3000 Euro
- 3rd.** Linhof Camera accessories to the value of 1000 Euro

The first presentation of the contest will take place during photokina 08 on the booth of the Linhof company, hall 04, 2nd floor, B 014.

The application form can be downloaded under www.linhof.de/award_e.pdf

More Information:

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Exciting new photo finishing products lineup

Multi functional printers have continued to drive the printer market since last year. While the major printer manufacturers are riding on the growth of this segment, the compact printers are increasingly making their way into the market.

The Photokina2008 show this year displays some of the latest printers for consumers as well as professionals alike. Let's take a look at some of these new photofinishing products at the show.

HP Designjet Z3100

If you are looking for a printer that delivers uniform gloss printing the HP Designjet Z3100 might interest you. The printer boasts of a Gloss Enhancer feature that according to the manufacturer eliminates bronzing and enables true black-and-white printing. The Z3100 printer features a 12 ink solution, including 4 black inks for the highest possible quality. The 12 inks have been engineered to meet the needs of the most demanding professional photographers. The HP Designjet Z3100 is the first ever printer to feature an embedded HP spectrophotometer with i1 Colour Technology to make colours consistent.

As mentioned earlier, the Z3100 offers seven colours, four blacks and the HP Gloss Enhancer for glossy and semi-glossy media. These inks deliver a broad colour gamut for photographic and graphic arts applications, neutral tones and

black optical density on matte fine art as well as glossy and semi-glossy photo papers.

Samsung SCX-4828FN



Samsung SCX-4828FN

It is uncommon to associate Samsung as a printing company since the electronic giant is more popular in the photo-imaging sector for its cameras. But here is a printer that serves to the office workgroup environment, which offers services like an All-in-One (AIO) of print, copy scan and fax. Samsung SCX-4828FN printer is the latest offer from the company's mono-laser multifunction printer lineup.

With 128MB memory and an expandable memory capacity of 384 MB, this has also the option of PC fax, scan-to-email and fax forwarding to email. The

printer has a 50-sheet Automatic Document Feeder (ADF) and a print capacity of 50,000 pages a month at speeds up to 30 pages per minute (ppm).

With small dimensions of only 17.5" x 16.2", the Samsung SCX-4828FN printer easily fits into many office spaces. A convenient and accessible front USB port has been integrated so users can quickly scan and print image files directly to and from a flash memory drive. As a comprehensive and economical printing solution, the Samsung SCX-4828FN multi-functional printer offers dependable and consistent printing, scanning, copying and faxing operations - essentially eliminating the need to purchase several products to do the same thing.

Fujifilm MP-300

Catering to the needs of the compact age, Fujifilm has launched its MP-300 photo printer series. Easy to carry and a lot convenient to use, the Fujifilm MP300 printer helps the user take out photos from digital camera as well as camera phone. It is PictBridge compatible so the user can connect digital camera or mobile phone via the USB cable to the Fujifilm MP-300. More interesting

is the support of high-speed infrared communication. You can send images at high speed directly to the Fujifilm MP-300 from a digital camera or camera phone that supports the high-speed infrared communications standard. Such a digital camera is the new Fujifilm FinePix F31fd which supports high-speed infrared communication.



Kodak Easyshare 350

When it comes to affordability, innovation and user friendliness, nothing can beat Kodak Easy Share Photo Printer 350. This innovative package sets the new benchmark in photo printing from mobile phone cameras, making it easy to print directly from your phone. An ideal solution for the camera-equipped mobile phones, the Bluetooth wireless technology compatibility enables the user to wirelessly print 4x6-inch photos directly from Bluetooth technology-enabled devices.

-ROJITA PADHY

HP Designjet Z3100



Fujifilm MP-300

Professional Imaging Market scales newer heights

Photokina 2008 (September 23-28), the leading trade fair on photo imaging in the world, is offering trade visitors a comprehensive overview of the latest products and trends.

From a standard-setting professional camera to a multipurpose camera bag, from a high-performance flash unit to innovative digital printing methods and successful image distribution via the Internet: the professional imaging market is growing, changing, and taking on new forms.

Image sensors on the rise

Digital reflex cameras are currently one of the fastest-growing products of the photography and imaging industry. And the professional models are traditionally the most important technological showpieces for the manufacturers in this segment. More new professional DSLR cameras are expected at photokina this year.

The image sensors in these cameras (with full-frame versions becoming increasingly popular) have resolutions of well over 20 million pixels, and the cameras' new types of image processors guarantee sensationally fast data processing. The speed of professional cameras, or the number of images that can be recorded per second, is also being raised beyond the now common rate of 10 shots per second.

Another trend in this area involves image processing programs that automatically optimize image data within the camera. For example, perspectives are corrected or the desired color effects are applied. Furthermore, the professional camera models and systems in particular will be incorporated even more efficiently into telecommunication and navigation systems in the

future.

High-end digital camera backs

After some of the DSLR models had surpassed the 20-megapixel mark of increasing resolution, the gap initially shrank between these cameras and the significantly more

themselves comfortably in the lead: with over 50 million and sometimes as many as 65 million pixels, uniformly distributed on huge new image sensors, they clearly represent the cream of the crop when it comes to resolution.

New objectives with innovative designs will also

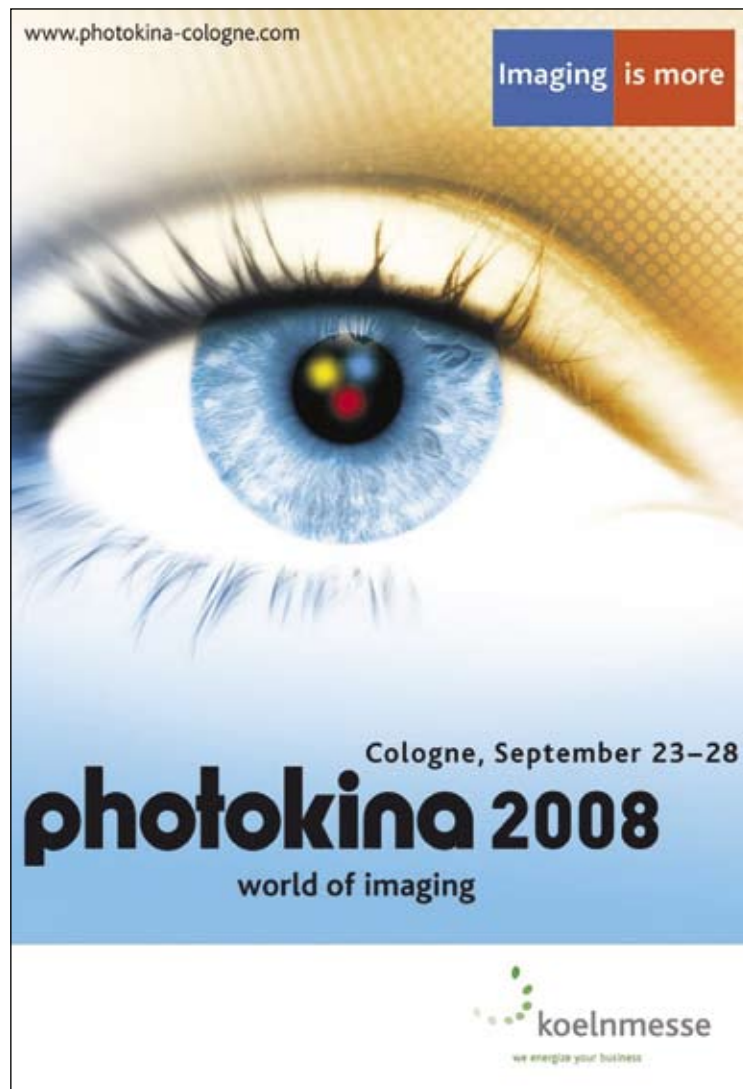
functions, faster operation, higher quality due to increased sensitivity, greater dynamic range, better results in the studio and on location, and a longer period of service in exchange for the investment. Visitors to Photokina will also be able to see the world's first full-frame camera system based on the current 645 film format. It provides the largest available sensor area with coverage of 53.9 x 40.4 mm.

Return to wide apertures

No matter how tempting it is for photographers to use a single lens to cover a maximum range of focal lengths, the disadvantages are clear, particularly for professionals: numerous lenses and multiple glass-air contact points make a mega-tele-zoom lens system not only heavy but also susceptible to extraneous light and reflections. Image quality is generally curtailed as a result.

The trend in professional photography therefore leads in a different direction, namely, toward wide-aperture lenses with a rather small zoom range but outstanding image quality — or even increasingly toward lenses with a fixed focal length. Since the design of these lenses requires practically no compromises due to zoom features, they are the top of the line when it comes to aperture and imaging quality.

Other trends in lens design for professional cameras include extreme focal lengths, above all in the wide-angle range; even better antireflection coatings; and even higher performance in image stabilizers, ultrasonic motors, splash guards, focus limiters and autofocus precision. **SD**



expensive digital camera backs for medium and large-format cameras, which had maximum pixel counts of almost 40 million. At this year's Photokina, however, the manufacturers of digital backs are once more putting

be shown, since only the very best optical products can suitably reproduce motifs at this extremely high resolution. All told, however, the true added value of the new backs results not only from the higher resolution but also from new

World-renowned photographers' works on display

The fourth Visual Gallery at photokina08 promises a fascinating exhibition that will showcase different generations and approaches in the photography world. This year, the spotlight falls on the works of Hollywood actor Dennis Hopper and European photographer Bettina Flitner. Yet they are not alone, as other exhibitions include those by Olaf Martens, Thomas Hoepker, Nina Berman, Holger Mühlenbeck, Mercedes Barros, Martin Classen, Xu Heng and Lucia Nimcova.

Most people would associate Hopper with his recent villainous portrayals or as a filmmaker, but in his earlier days, the actor had also dabbled with photography. Between, 1961 and 1967, Hopper documented

the turbulent scenes of US Civil Rights Movement. His images re-create a feeling of life in America during the sixties. During this time, he also captured many music and film icons on his lens. Hopper muses, "In that sense, I was acting as a kind of historian."

We also see Bettina Flitner and her impressive portraits that have been titled "Women with vision". We see Flitner's captures of the women that have helped shaped Europe. Interestingly, Flitner had begun this journey by sending hundreds of letters to embassies, foreign correspondents and friends in order to find the most interesting and significant European women. The photographer spent the next three years traveling Europe on the trail of her subjects. They range from



By Bettina Flitner - Angela Merkel

Angela Merkel the chancellor of Germany, Letizia Battaglia an anti-mafia campaigner, Maria Lassnig a painter from Vienna and Judit Polgar a female chess grandmaster from Budapest.

Olaf Martens of German Association of Freelance Photographers (BFF) will display his eccentric installations highlights. We will also be able to view the landmark captures of Thomas Hoepker - ranging from Muhammad Ali to the events of September, 11, 2001.

The Cicero Gallery for Political Photography will exhibit the works titled 'Purple Hearts' of documentary photographer Nina Berman. Her pictures show portraits of injured U.S veterans from the Iraq War, most of who are under the age of 30. The Visual Gallery also showcases the exhibition of "Changing Sides" by Wuppertal-

based photographer Holger Mühlenbeck. His portraits focus on individuals of varying sexual orientations who have undergone a complete or temporary sex change. "Urban Images" by Mercedes Barros exhibits surreal photomontages that speak of elaborate yet alarming stories. Martin Classen, the Cologne-based photographer will exhibit works from his colorful series "Cappelle nel Quartiere Spagnolo" (2004). Chinese photographer Xu Heng challenges the traditional image of the strong, indomitable male with his work "Glamorous Adventure". And lastly, the Visual Gallery in association with Leica is exhibiting the works of Slovakian-born Lucia Nimcova. Her images are dedicated to the developments taking place in Eastern Europe.

- INPUTS BY GAUTAM KAGALWALA



By Dennis Hopper - John Wayne and Dean Martin

Photo-Op

Red beauty

A regular feature during the photokina will be the opportunity to photograph the Ford GT. The car will be parked from 10 am to 6 pm at Foto Gregor, Neumarkt 32-34 50667 Köln. The car has been provided by Fujifilm.



PHOTO - GAUTAM KAGALWALA

Worldwide Trends in Consumer Imaging

A look at cameras, capture and output in 2008

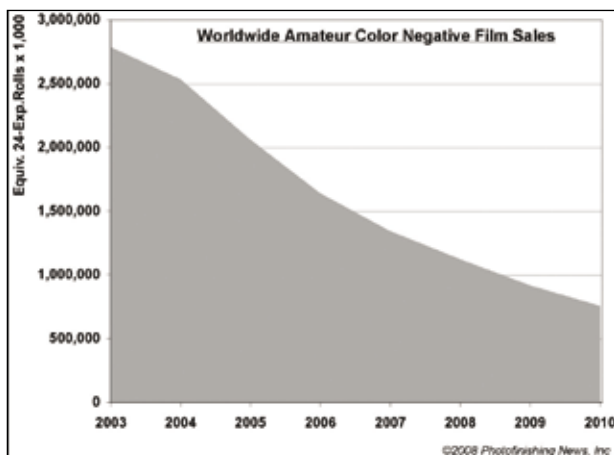
The International photo market continues to evolve and to adapt to emerging trends and new technologies; just as photo product developers look for more effective ways to appeal to an increasingly “visual” and “digitally sophisticated” world. They’re tapping into popular consumer trends — whether or not they fit into the traditional definition of imaging — and finding ways to integrate them into the latest product offerings. This includes everything from camera phones and video clips, to networking with YouTube-style Internet communities.

Here we share a glimpse of the evolving imaging market from capture to output, as provided by Don Franz, President of the Photo Imaging News International Consulting Group, Bonita Springs, Florida. His research compares digital vs. film usage worldwide, the impact of camera phones on our industry, and the growth of personalized photo products in photofinishing.

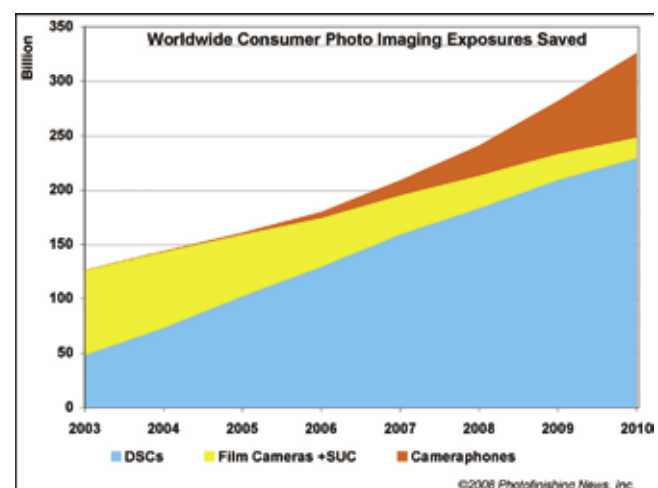
Image Capture

Film exposures continue to decline worldwide according to a report delivered this year at Photokina by Don Franz of Photo Imaging News. “Total film captures, including those made with Single-Use-Cameras, declined at an average rate of 25 percent a year [in the United States] from 2003 to 2010,” says Don Franz, Photo Imaging News President.

“Worldwide sales of color negative films have fallen to 35 percent of their peak in 2001 and in some countries it is substantially less,” says Franz. “In Japan, for example, we estimate that color negative film sales in 2008 will be only 11 percent of the [2001 peak sales], in West Europe it’s just over 16 percent, and in the U.S., it’s 20 percent. Film sales continue to decline in all three regions.” (See Graph 1, below.)



At the same time, image capture by digital cameras and camera phones is on the rise. Franz estimates that the number of “active” digital still cameras owned worldwide is 21 times greater than in 2000, while the population of camera phones has increased thirteen fold since 2003. The result is a significant increase in the overall number of image captures made worldwide — from approximately 130 billion in 2003 to an estimated 325 billion in 2010.

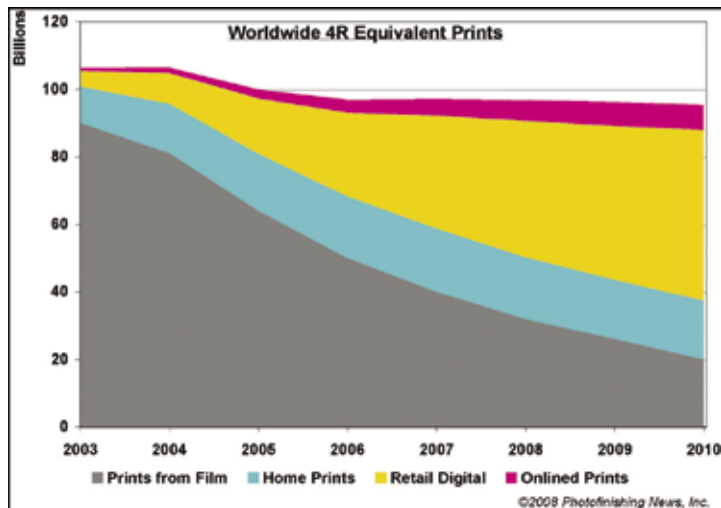


As illustrated in Graph 2, Worldwide Consumer Photo Imaging Exposures Saved, digital still cameras (DSC, indicated by cyan) are primarily responsible for the significant rise in overall image captures, and they make up the majority of images saved by consumers. Conversely, images captured by film and single-use film cameras (indicated by yellow) are declining steadily over time. Perhaps the most unexpected result of the Photo Imaging News study is the rapid growth of image captures made and saved from camera phones (shown in orange).

Printing Trends

The number of 4x6-inch (4R equivalent) prints made from digital is on the rise worldwide, as shown by Graph 3 (below). This increase, shown in yellow on the graph, is due in part to advertising campaigns launched by major manufacturers to educate consumers about digital printing options. It’s also a result of growing comfort levels, as consumers become more familiar with digital photo kiosks and online printing services. Despite this upward trend in retail digital printing, it has not yet offset the decline in prints made from film (shown in gray).

As illustrated in Graph 3, prints made from film have declined from more than 90 billion in 2003 to just over 30 billion in 2008, and they are expected to decrease to 20 billion in 2010. Digital prints from retail, on the other hand, are expected to increase from less than 10 billion in 2003 to approximately 50 billion in 2010. Although Graph 4 appears to indicate that home printing will remain fairly constant through 2010, Franz reports that the number of digital prints made at home has begun to decline in Western Europe and the U.S.



Despite the overall increase of prints made from digital worldwide, photo retailers in developed countries have been forced to reduce the cost of 4R prints in order to compete with big box chains like Wal-Mart and online printing services. Without the traditional income made from film developing and color negative film sales, photo retailers must find new, higher-profit-margin photo products to sell to their digital customers.

Improvements in digital imaging technology — including higher resolution cameras, better Internet connectivity, and faster image processors on lab equipment — have driven the development of hundreds of new personalized photo products that retailers can sell for higher profit margins than traditional prints and enlargements. Available through specialty printing labs or in their own stores, personal photo products range from multimedia CDs/DVDs of customers' photos and video, to wall-size collages and posters, folded greeting cards, mouse pads, and crystal ornaments.

Graph 4 (below) illustrates the potential growth of personalized photo products worldwide. "The graph begins in 2004 with an estimated retail value of USD 305 million," says Franz. "This market is forecast to exceed USD 3.7 billion by 2011."

Although the personalized photo product market as a whole is doing very well, "the driver behind this rapid growth is photo books," he added. It's the most popular photo gift and has the greatest potential for making big profits."

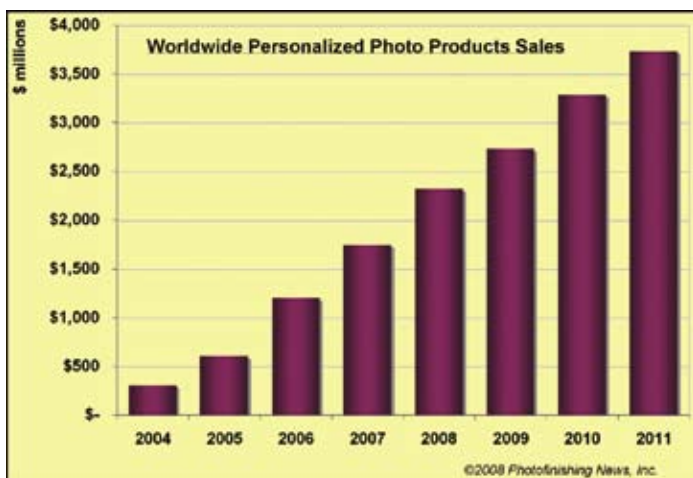


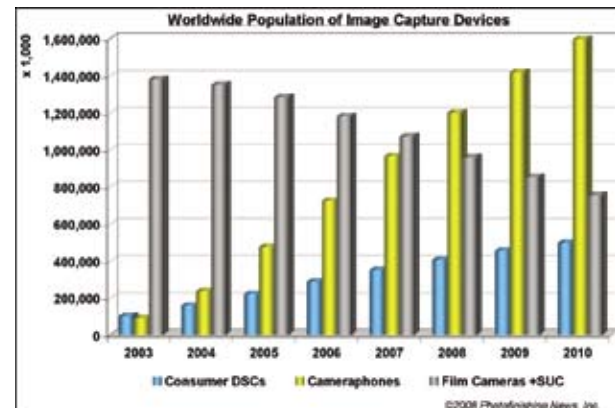
Photo books can be made in nearly any size or style — from inexpensive 5x5-inch books made in less than an hour at the retailer's location, to high-quality, leather-bound wedding albums produced on the latest digital press systems. Although they've been available in the U.S. and Europe for several years already, photo books are just beginning to capture the attention of average consumers. Many who tried to make personalized books with one of the early photo book programs were turned off because the process was difficult and time-consuming, requiring 30 minutes or more at the kiosk to complete a single book. Now, manufacturers are developing photo book software that is much more intuitive and takes less time to create a book on the computer or kiosk.

Beyond the Print

It's important for retailers to diversify if they want remain competitive in photofinishing. That means embracing photo memory products and thinking "beyond printing."

"One of our greatest concerns about retailers' perceptions of 'family memories,' which are now evolving into 'life-stories,' is that they are too heavily focused on images and text," says Franz. "Admittedly, that is all that you can put into a hardcopy photo book, but today's digital life-stories also involve moving images/video, music, and audio commentary from which stunning multimedia shows can be easily created.

"In Europe, where the creation of photo books on photo imaging kiosks is far more advanced than in the U.S., we learn that many consumers order a CD/DVD version of their photo book for viewing on home entertainment systems, and others create multimedia shows using the same images contained in the hardcopy photo book." Like many photo industry experts, Franz sees the traditional print business model as outdated and unviable for photo retailers. In order to survive, retailers should embrace digital and look at it as an opportunity to expand and create new, more profitable imaging business models.



In the late 1990's and early 2000, photo industry analysts cautiously predicted the growth of consumer digital cameras in the new millennium. As image quality improved and camera prices came down, there was no reason to doubt that digital cameras would eventually outnumber film cameras in the consumer photo marketplace. The only debate seemed to be the timeframe: Would it happen in 10, 20, or 50 years?

Ironically, the last thing industry analysts could have predicted was the astronomical rise of camera phones. Less than 10 years into the 21st Century, both digital and film cameras are heavily outnumbered by camera phones (see Graph 5) and one of the most popular means of photo sharing now takes place over mobile phone airways. **SD**

KIM BRADY

Footnote:

* Note: Personalized Photo Products Sales estimates take into account decreasing prices resulting from intensified competition.

Sidebar

Camera Phones Outnumber Consumer Digital & Film Cameras

'License to Shoot'

Seeing this camera makes most people think of Bond, James Bond. This is small, really small. It's so petite it disappears in a clenched fist, or in the heel of a shoe or other ingenious hiding place. The legendary MINOX spy camera has now reached the digital age and its launch at the Photokina 2008 is causing a sensation. Leisure "secret agents" have something to look forward to: The legend lives on!

DSC is the name of the new mini MINOX model: Digital Spy Camera. This outstanding masterpiece in minimalist design and photo technology packs remarkable features into dimensions of just 86 x 29 x 20 mm.

With a resolution of five million pixels it can compete with traditional digital cameras with ease. The bright viewfinder allows spontaneous, fast shots, even in critical light conditions. In twilight the integrated flash

switches on automatically. In total, these features make the new DSC a very sound optical notebook. The system has an additional external flash that can be docked on to the side of the DSC. And to provide the user with the accustomed convenience of a display for viewing film and image results, the flash has an integrated 1.5 inch TFT LCD monitor.

Camera users suddenly become "Agent M" with their own personal "License to Shoot". The new image world of the MINOX DSC has its own internet forum (www.license-to-shoot.com) ready for the Photokina. Original and exciting „Agent M

legendary camera itself. There is also a host of intelligent spy accessories on show. From the belt buckle camera to a photo pen – just about everything the future "private eye" may need for capturing undercover digital images.

In addition to the external flash with display,



The image data can be saved on micro SD memory cards of up to 16 GB, in addition to using the internal memory. Traditionally the tiny MINOX spy camera stands for a unique and entirely different form of photography, and so does the DSC. It can be whipped out of a pocket at any time to capture high quality fleeting candid images inconspicuously: one click and it's gone. Digital Spy

Shoots" can be placed on this site and contacts made to other "agents" all over the world.

This world debut with cult potential can be viewed for the first time at the Photokina 2008. It is a spectacular and unusual presentation, like the

the MINOX DSC comes with a leather case for carrying it, rechargeable batteries for camera and flash, a USB cable and a user manual with operating instructions. **SD**

Innovation in the macro world!

A world first! The mecablitz 15 MS-1 digital, a completely redesigned, wireless Metz macro-flash, is equipped with two individually-controllable, swivelling reflectors integrated in the housing.

The new ring-form macro-flash ensures balanced and precise lighting and also maximises the scope for customising light arrays in the macro area. With its individually variable reflectors (0°-20°) and the highly sensitive light distribution, there are no limits to personal creativity. It is easy to set light accents that are appropriate for each theme. And all this with maximum user-friendliness, because the Metz mecablitz 15 MS-1 digitally regulates light through

the automatic wireless TTL, which provides reliable and precise lighting – or provides differentiated lighting via its special slave function, by means of six different part-lighting levels

The new Metz mecablitz 15 MS-1 digital that is intended to

be directly mounted on the lens, is suitable for nearly all cameras – with models from Canon, Nikon, Olympus/Panasonic, Pentax/Samsung or Sony Alpha its remote TTL function first class user convenience.

First class user convenience

Small, light, handy – with a practical clip mechanism- the mecablitz 15 MS-1 digital lies snug in the hand and it can be fixed to all standard lenses. With independent power supply, photographing is not disturbed by troublesome cables.

In addition, an intuitive, attractive DOT matrix display makes the Metz mecablitz 15 MS-1 digital simplicity itself to use.

The remote TTL flash operation of the mecablitz 15

MS-1 digital can be used for digital cameras of the following makes: Canon, Nikon, Olympus/Panasonic, Pentax/Samsung and Sony-Alpha. In slave mode, the mecablitz 15 MS-1 digital is also suitable for nearly all other makes of camera.

Manual flash operation can be carried out via a synchronous cable. In addition, Metz mecablitz 15 MS-1 digital learns autonomously in the conventional slave mode!. Rechargeable batteries or AAA batteries, compactly accommodated in the device, efficiently power the device.

Equipped as standard with USB-interface for software updates via Internet.

Adapter rings in the sizes 62, 67 and 72 mm are optionally available. **SD**



Canon growth story continues

After recently reaching a new milestone by shipping its 100 millionth compact digital camera, the Canon growth saga continues with newer products and technologies.

After the company first started producing digital cameras in 1996 at Oita, Canon Inc. still continues to handle the bulk of the company's digital camera production, in addition to such manufacturing subsidiaries as Canon Opto (Malaysia) Sdn. Bhd. and Canon Zhuhai, Inc. in China.

Canon now plans to build a new digital camera manufacturing factory in Japan to keep up with demand from an expanding global market. The new plant will be built in Nagasaki in western Japan and will be able to produce around 4 million cameras per year. Construction is scheduled to start in January next year and be complete by November with operations beginning in December 2009. It will manufacture both digital SLR (single lens reflex) and compact cameras.

Since releasing the PowerShot 600 as Canon's first compact digital camera for sale to the general public in July 1996, the company has thus far launched a total of 106* digital camera models across the globe.

In addition, Canon has promoted the evolution of its compact digital cameras through continuous investment in cutting-edge technologies.

These adverts include: an ultracompact lens unit equipped with image stabilisation technology; DIGIC, a high-performance image processor that rapidly processes highly detailed image data; iSAPS technology, which predicts the scene to be photographed by the user and promptly selects the optimal settings for key functions; and face detection technology, which identifies human faces in the picture frame, enabling the optimum focus point and exposure setting for consistently outstanding performance.

Canon intends to continue delivering attractive products to satisfy all users, not only by advancing technology to capture precious moments, but also by strengthening its sales system, including increased product quality and services.

Canon was the world's number one digital still camera maker in 2006 and 2007, according to a report from IDC. The company shipped 24.5 million cameras in 2007 to give it a 19 percent share of the global market, IDC said in a report published in April. Its nearest competitor, Sony, shipped an estimated 20.9 million cameras.

However, Canon has enjoyed an even greater share of the booming digital SLR



market at 42.7 percent in 2007, said IDC. The company's shipments of 3.2 million digital SLR cameras ranked it just ahead of Nikon, which shipped 3 million, the market research company said.

The continued growth of the global digital camera market and expected increase in future demand has created a pressing need to expand production capacity for digital SLR and compact digital cameras. In response to these market conditions, Canon has been actively laying the groundwork for the establishment of a new digital camera production base.

Over the next two and a

half years Canon will invest ¥17.4 billion (US\$163 million) in construction and operations at the plant, which will employ about 1,000 people when complete.

The new plant's workforce will be made up primarily of directly hired employees to ensure the passing on of essential technologies and skills, with plans to actively and continually hire recent graduates and experienced personnel.

Construction of the new plant is scheduled to begin in January 2009 with operations expected to commence in December 2009. **SD**

HP organises photography master classes at the show

During Photokina, HP is holding a series of photography Master Classes for visitors to the show, which will be hosted by renowned photographers and creative influencers. The idea is to be able to have passionate visitors at the show to connect with the customer applications and new solutions for the photo industry at the HP booth.

Some of the most photographers

in the creative industry, which will be the part of these master classes include: David Saffir, Thomas Hoepker, Keith Thompson, Jonas Bendiksen, Donovan Wylie, Douglas Kirkland, Christian Popkes, Bruno Mace and the staff of Tendence Floue. The master classes will also provide the attendees to share their work with the professional photographers in order to get their reactions and comments. **SD**

The Master Classes will take place from 23rd - 28th September on the HP stand in hall 4.1, at the following times:

- 11.00 – 12.00
- 12.30 – 14.00 (includes a 15 minute private portfolio review – on request when registering)
- 16.00 – 17.00

Places are limited so register online or at the HP stand.

Online registration:

UK: www4.hp.com/promo/photokina/uk/en/

Germany: www4.hp.com/promo/photokina/de/de/

Well-informed and professionally conducted

What are the must-see exhibitions at Photokina, and how can you find what you're looking for? You can find the answers to these questions in the new Information Center at the Entrance South at Photokina 2008. There, visitors can find out about the approximately 1,500 exhibitors and the trade fair's

highlights, as well as the extensive supporting program of Photokina. But that's not all: for the first time, the organisers of Photokina will be offering guided tours through selected exhibitions on the trade fair grounds.

The new Information Centre at the entrance South at Photokina 2008 offers information for visitors in

German and English at half-hour intervals. This information not only makes it easier for them to plan their visit to the trade fair but also ensures that they have the background information they need. The focus is on the hall layout, which is based on the photo and imaging workflow; the daily highlights and the extensive supporting program are also

covered. PC terminals in the Information Centre offer access to a database of new products on show at Photokina, a professional search engine for finding specific exhibitors, and updated information on the World of Imaging. The Photokina Information Centre will be staffed every day from 10 a.m. to 6 p.m. during the trade fair. **SI**

Samsung to lead via ...

Contd. from page #4

images. We're trying to move beyond the competition which is primarily focused on features and functions to serve consumer needs better." Park who recently joined Samsung in the month of April referred to websites such as Flickr, Youtube and Google Picasa that have millions of consumers hooked on to their services.

Introducing the world's first 10x zoom and Ultra Wide 24mm compact camera, Park attributed Samsung's increasing success in the digital market segment by co-operating with its electronic segment and integrated their technologies used in other mediums such as TVs, mobiles, PCs and multimedia devices.

The company has given the camera the tentative name of HZ1. With the launch of the 10.2 mega-pixel HZ1, Samsung Camera will enter the Compact High-Zoom market. In addition,

the HZ1 includes various advanced functions such as HD movie capture, Perfect Portrait System, Function Description, Photo Style Selector and DCM (Digital Contents Management) which allows users to easily store and manage images.

Park said "By leveraging our core technological capabilities and applying broad and deep understanding about global consumers and their needs, we expect to attain a top-tier camera brand position within a few years. Samsung will introduce features and technologies that allow consumers to remember more. Samsung cameras will feature high-definition images using the advanced technologies of Samsung TVs and camcorders, also to have consumers manage and share with ease and convenience. Samsung will soon provide solutions that will arrange images by time, color and theme



to name a few."

Two other cameras Samsung made a reference to were the NV100HD and NV9. These cameras had been launched at 2008 IFA, Germany around late-August. The NV100HD has a 14.7 mega-pixel resolution and a 28mm wide-angle Schneider lens with a 3.6x optical zoom. It also has a high-definition 720p video function and Dual Image Stabilization. Furthermore, it has a 3 inch

touch-screen hVGA (460K pixels) LCD with Samsung's Smart Touch 2.0 technology. On the other hand, the NV9 is an ultra compact, 10.2 megapixel digital camera featuring a large 2.7 inch LCD screen, an internal 5x optical zoom, and Dual Image Stabilization. It also offers a variety of the latest multimedia gadgets such as personal media player, MP3 and text viewer. **SI**

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