Photos in the Living Room

Paul Worthington
Senior Analyst, Consumer Imaging
IEPPS

In 2003, Future Image published a report:

“Integrated Electronic Personal Photo Sharing”
They are still not there

Despite years of industry efforts, hardly anyone views their pictures on the TV or other big screen.
Reasons for slow adoption

• Industry demand that customers buy all-new devices

• "Customers rebel against new technology for its own sake. They demand that it integrate with related technology products they already own, and enhance their value."
Too many devices

… and too many purchases
– DVD players
– TVs
– Home computers
– Digital cameras….

– Would they work together easily?

No.
Buy something new!

The Media Center PC

A good device, but…

It is a second, expensive chance to get it right

“Why not wait?”
More Reasons for slow adoption

Confusion over what new device or devices to buy

– Changing technologies
– Improving capabilities
– Ever more different devices
Which big Screen?

HDTV confuses everyone
- LCD, plasma, SED, rear projection…?
- 1080 or 760, interlaced or progressive?

- Perhaps most importantly — consumers “know” price will come down fast.
Projectors

- Take the Photo slide show back to its roots?

- Too much market confusion

- Industry seems unwilling to really push consumer-priced products
Other displays...

• LCD panel standalone photo displays

• Glasses and goggles

• Larger print formats
Tablet PCs

• An ideal photo editor…

• But is it an ideal photo display?

  – Price
  – Size
  – Weight
A sign of hope...

Digital Living Network Alliance
Not about Devices

Why and how do people use photos?

- Not for entertainment

- Not for productivity…
How and why do people use photos

• Display
  – TVs, big prints suffice

• Presentation
  – TVs and screens can excel

• Reliving / memory
Social Interaction

• Spur and support conversation

• Shared recollections with friends and family

• Communal — and tactile
Thanks!

Paul Worthington, Senior Analyst
The Future Image Report