Mountains of Memories

- Consumer Trends
- Market Observations
- Why Optical
- How to Get Consumers to Move
- Meeting the Requirements
Relevant Trends - Back Up

In 2006 Survey, 47% of Camera Owners Did Not Back up Photos

140 Billion Digital Still Images Saved in North America (2006)

N = 698 Digital camera owners who store digital photos

Source: 2006 InfoTrends U.S. DSC End User Survey
Relevant Trends - Storage

Figure 6: How are you currently storing your digital photos?

- CDs
- DVDs
- Digital camera memory cards
- In multiple folders/sub folders on my computer
- In only one folder on my computer
- Email program on my computer
- Printed photos
- Online photo service
- Community/blogging sites
- Web-based email service
- Online storage and back up site
- Standalone high capacity hard drive
- USB thumb drives
- Portable USB hard drive
- Network Attached Storage drive
- Work Server

N = 726 Digital camera owners who use their digital camera

Source: 2006 InfoTrends U.S. DSC End User Survey
Relevant Trends...

Camera Sales Trending Up

U.S. Camera Sales
Millions of units

Digital cameras | Analog cameras

15.5 15.0 15.1 15.6 16.4 17.8 19.7 16.3 14.2 11.2 6.7 4.3 2.1 1.2


(est.) (proj.)

Note: Excludes single-use cameras and cameraphones
Source: PMA Marketing Research
Relevant Trends...

Print Volume is Declining

Prints Made by U.S. Consumers
Billions of prints

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<tr>
<th>Year</th>
<th>Digital prints</th>
<th>Traditional prints</th>
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<td>2000</td>
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<td>28.0</td>
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<td>9.0</td>
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<td>2006</td>
<td>12.0</td>
<td>13.6</td>
</tr>
<tr>
<td>2007</td>
<td>15.3</td>
<td>9.0</td>
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</table>

Note: Digital prints include prints from received images and cameraphone prints.
Source: PMA Marketing Research
Digital Era Means...

New Ways to View and Share Photos

PC

TV

Phone

Camera
Why Optical?

- Versatile playback
- Accepted archive media
- Very inexpensive storage
YesVideo Optical Solution

Digital Photos and Video Clips

Online

Retail
Motivating Consumers

“Archive” as the value proposition did not motivate consumers

“Watch your photos on TV” as the headline generated traction

Consumers over-shoot the moment and are inherently unorganized

Video is being captured on cameras and a TV viewing solution is expected
# Index and Archive

- Photos and video on DVD *(native format)*
- Images indexed and organized

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Search and View

- DVD case is the content guide
- TV menus take you there
- MPEG movie of photos and video
Edit and Share

- Embedded PC editing software on DVD
- Click, drag, add music, and share
Bright Future on Optical!

- High Definition Revolution
  (640x480 to 1920x1080)
- 4:3 Aspect Moving to 16:9
- Broadcast Moving to HD
- Photo Content Already HD
- HD Video Cameras < $300
- Solutions Available to Author for HD-DVD and Blue-ray