

# TREND LETTER

## Market of the Future Photo and Imaging



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### Imaging is more

It is obvious: A second radical revolution is forthcoming in digital photography. At the beginning of the digital age, questions about the performance of cameras - which were getting better from generation to generation - were limited to realistically achievable image quality. Today, consumer benefits of cameras are measured by many more parameters. Full with artificial intelligence, the cameras of the future will automatically supply perfect pictures, irrespective of the photographer's skills.

camera - will work in an intelligent combination with exposure and ISO automatic control.

With intelligent motif analysis by camera computers, photographers of the future will no longer need to choose the optimal motif programme. Biometric methods - such as face detection, recognition and tracking - and their extended elements for facial expression interpretation can be taken for granted in coming camera generations.

In digital single-lens reflex (SLR) cameras, the LiveView function will be a standard feature. Fast image sequences will enable exact movement analysis. A growing number of cameras will embed location-related meta-data in exif files of digital photos. Frequently needed image processing functions can be performed as early as inside the camera, partly even automatically. Wireless cable transfer from cameras to PCs or to the internet will make an end to cable tangle.

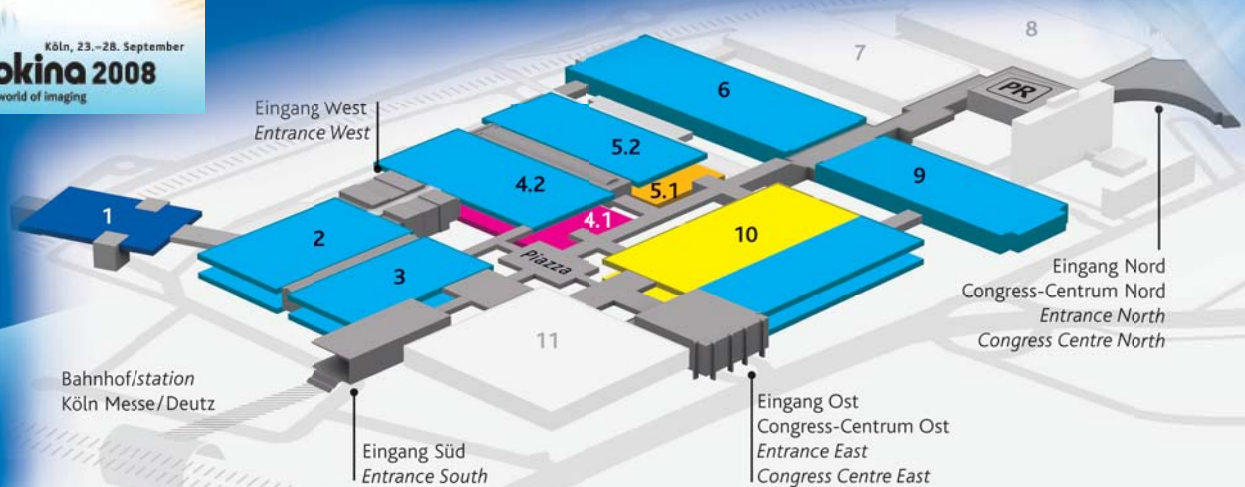
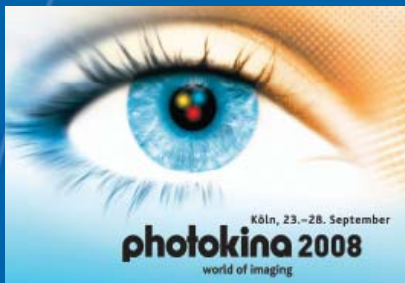
Not only cameras, also lenses are constantly undergoing further developments. For example, there is a trend toward extremely short wide angle and ultra-long focal lengths. Furthermore, the demand is growing for zoom lenses with wider focal length ranges. Potential shortcomings in the image performance of lenses are corrected by optimization programmes in cameras. Also camera handling improves from generation to generation. Robust, shock-absorbing and waterproof cameras expand the options available in photography in adverse conditions.

## Trends in Photography

Many innovations for enhancing the possibilities of photography will be on display at photokina 2008 - World of Imaging - from 23 to 28 September in Cologne. Breathtaking improvements in sensor technology are particularly worth mentioning.

Major trends include the growing number of 35mm cameras with sensors as well as much higher resolutions and sensitivities. Sensors with sensitivities at ISO 6.400 and above, together with effective noise suppression systems, will enable picture taking in extremely poor light conditions. Supported by innovative methods for contrast analysis and contrast adjustment, even dramatically different levels of light within one motif can be mastered.

Shake-free, handmade photos will be ensured through more effective image stabilization methods. Image stabilizers - irrespective of whether they are located in the lens or in the



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#### Angebotsbereiche · Product areas

Visual Gallery
Bildaufnahme/Equipment/Zubehör · Image Input/Equipment/Accessories
Bildbearbeitung · Image Processing
Bildspeicherung · Image Storage
Bildausgabe/Services · Image Output/Services
Pressezentrum · Press Centre