

# Digital Technology Trends *End User Version*

by Howie Fenton, NAPL

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### ▶▶ **Author (Howie Fenton) Joins NAPL**

After leaving GATF in July I have accepted a position with NAPL (National Association for Printing Leadership). For me nothing much will change. I will still write, consult and speak at shows. And for all loyal readers - continue with my newsletters.

<http://members.whattheythink.com/allsearch/article.cfm?id=9315>

### ▶▶ **New, higher resolution, cameras**

According to the Nov 12<sup>th</sup> issue of Stephen Johnson Photography Newsletter the buzz at the PhotoPlus trade show in New York was all about the new, higher resolution, cameras from Kodak (the DCS 14n) and Canon (EOS-1Ds). With resolutions of almost 14mb and 11mb respectively, these cameras generated a great deal of interest, it seemed like everyone wanted to try one. The Sigma SD9, using the Foveon X3 chip, seemed overlooked by comparison, even though it's the only one of the three that uses a new camera technology.

[http://www.sjphoto.com/newsletter\\_nov\\_2002.html](http://www.sjphoto.com/newsletter_nov_2002.html)

<http://kodak.com/global/en/professional/products/cameras/dcsPro14n/dcsPro14nIndex.jhtml?id=0.2.6.30.5.8.3&lc=en>

<http://www.canon.co.jp/Imaging/EOS1DS/index.html>

[http://www.sigma-photo.com/Html/news/news\\_sd9\\_fs.htm](http://www.sigma-photo.com/Html/news/news_sd9_fs.htm)

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## ▶ **Time's Tech Guide Offers hi-tech gifts just in time for holidays**

Looking for a on-line, high tech gift for that special technophile in your life, then click over to the Times 2002 Holiday Shoppers Guide. It offers cheap, moderate and expensive buying options for: Digital Cameras, Stereos, Cell Phones, PDAs, MP3 Players, Laptops, Home Theater in a Box, HD-Ready TVs, Flat-Panel TVs, DVD Recorders, DVD Players, Desktops, and Camcorders.

<http://www.time.com/time/techtme/200211/buyer/>

## ▶ **Online Shopping Gets a Lift From Experienced Net Surfer**

Thinking about online shopping for the holidays this year. According to A NY Times article earlier this year you will not be alone because Online Shopping is about to boom again. The story is based on a Jupiter Media Metrix (online research) report that suggests that as online users become more comfortable with the idea of shopping, and as newcomers do the same in the next few years, the Internet shopping population will grow briskly.

Jupiter predicts that the number of online shoppers, which it says now number 67 million, will grow to 132 million over the next four years. The Jupiter study forecasts that the online content business will grow to \$5.6 billion by 2006, but don't be thrown about the prospects for traditional publishers----they're still not very impressive. Digital music and online gaming account for well more than half of that \$5.6 billion.

NOTE: This link will take you to a page that is free but may require you to register.

<http://www.nytimes.com/2002/03/04/technology/ebusiness/04ECOM.html?pagewanted=print&position=top>

## ▶ **New Palms**

It's been more than six years since the original PalmPilot came available. Over the ensuing years, Palm wooed folks with more than 20 new models. Palm recently unveiled two new sub-brands. In the higher priced market you'll find Tungsten (\$499), aimed at businesspeople who are infatuated with an HP/Compaq iPAQ Pocket PC. Palm also introduced Zire, the first entry to break \$100 upon release. It is sold in clear blister packaging meant to entice impulse buyers.

[http://www.usatoday.com/tech/columnist/edwardbaig/2002-11-12-baig\\_x.htm](http://www.usatoday.com/tech/columnist/edwardbaig/2002-11-12-baig_x.htm)  
[www.palm.com](http://www.palm.com)

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## ▶▶ **Cheaper Pocket PCs**

Microsoft and Samsung Semiconductor are working on concept designs for personal digital assistants, aiming to bring down the price of handhelds based on Microsoft's Pocket PC software. Electronics makers will be able to cut the cost of development and get to market quicker by using the ready-made PDA designs, the companies said. The first concept design, is for "an ultra low cost" and "ultra small" Pocket PC. A device made using a black and white display would measure 4.1 inches by 2.8 inches and weigh 2.9 ounces. In comparison, Palm's Zire, a recently announced \$99 entry-level PDA, measures 4.4 inches by 2.9 inches and weighs 3.8 ounces.

<http://www.pcworld.com/news/article/0,aid,106857,00.asp>

## ▶▶ **Apple reclaims 'innovation lead'**

According to a BusinessWeek Online special report, Apple has reclaimed the "innovation lead" in the personal computer arena, and customers and software developers are paying attention. With products such as the iPod, flat panel iMacs and Mac OS X, Apple and its CEO, Steve Jobs, are regaining the PC industry's lead in innovation they lost five years ago, the report says. "In a bid to improve the Mac's lowly 5 percent market share, Apple's product developers are the ones pushing the envelope -- and the competition, too," Business Week Online says.

[http://www.businessweek.com/technology/content/nov2002/tc20021112\\_5077.htm](http://www.businessweek.com/technology/content/nov2002/tc20021112_5077.htm)

## ▶▶ **Home Networking**

According to International Data Corp. (IDC), about half of all U.S. households have a computer, and more than 20 million of those had more than one computer. This means that multi-computer households are becoming pretty common. If you are one these multiple-PC owners, you have probably thought about how great it would be if your computers could talk to each other. With your computers connected, you could:

- Share a single printer between computers
- Use a single Internet connection
- Share files such as images, spreadsheets and documents
- Play games that allow multiple users at different computers

If you're interested this article from HowStuffWorks.com is for you

<http://www.howstuffworks.com/home-network.htm>

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## ►► Stock photography not dead

Contrary to speculation from some industry watchers, the novelty of stock photography is not wearing off. Use of stock photography is up in every segment that TWGA tracks (ad agencies, graphic designers, Internet firms, book and magazine publishers, catalogers, printers and service bureaus), and that all types of stock photography and illustration use are on the rise.

- 47% of creative professionals plan to purchase royalty-free stock photography in the next 12 months, rising to 70% among advertising agencies;
- 42% of creative professionals plan to purchase a high-end collection (\$250 or more) compared to 6% who plan to purchase a low-end collection (less than \$100)
- 89% of large graphic design shops (20+ employees) plan to purchase royalty-free imagery compared to 46% of smaller shops (less than 10 employees);
- 36% of printers and service bureaus say they purchased stock images online in 2001, up from 28% two years earlier;
- 33% of Internet ad agencies and PR firms plan to purchase traditional rights-managed images in the next 12 months;
- 26% of Internet firms plan to purchase royalty-free images in the next 12 months, rising to 60% of Internet ad agencies and PR firms;
- Plans to purchase traditional slides and chromes dropped from approximately 33% of creative professionals in 1997 to about 11% in 2002.

According to the report, the need for high-quality, accessible images has burgeoned. Assignment photography isn't practical or affordable for the vast number of jobs that could use color images, so publishers, designers, and other creative professionals have turned to stock photography, stock illustration, and clip art. And while demand for stock photo is up, expectedly interest in traditional chromes and slides is down in favor of digital images.

<http://www.trendwatchgraphicarts.com/StockPhoto.html>

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## ▶▶ Report Highlights top sales opportunities

According to the TrendWatch Graphic Arts 2003 Report, here are the top sales opportunities cited by creative professionals:

- Collateral print projects are the #1 sales opportunity, as cited by 61% of the respondents, down slight from six months ago.
- Web page design is still a top sales opportunity (cited by 40% of the respondents) though it wasn't too long ago that Web design was number one by a long shot. Evidently the bulk of the work has transitioned from new site development to basic maintenance, updating, and expansion of existing sites.
- Digital photography is at an all-time high: 39% up from 31%, making it the # 3 sales opportunity. This is especially high among commercial photographers.
- Corporate identity, which was at an all-time high of 39% six months ago fell to just 31% this time. Corporate clients reportedly simply don't have the budgets for this type of work at the moment.

[http://www.trendwatchgraphicarts.com/twmarkets\\_Creative2003.html](http://www.trendwatchgraphicarts.com/twmarkets_Creative2003.html)



### Adding or Removing Names

To add someone email [HowieAtPre@aol.com](mailto:HowieAtPre@aol.com) and write "add to End User list" or "add to Pro list" in the subject

To be removed from either list - email and write "remove from Pro" or "remove from End User list" in the subject line

To switch write "switch from Pro to End User" or "switch from End User to Pro" in the subject line



Questions about the alphabet soup of digital technologies?

drop me a note: [HowieAtPre@aol.com](mailto:HowieAtPre@aol.com)

