

## Mobile is the New Digital

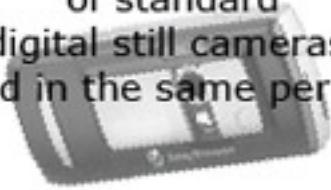
Written by Alexis Gerard

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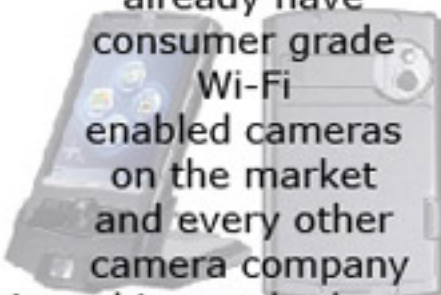
For the Imaging Industry, "Mobile is the New Digital". Much as digital imaging began as a niche and became pervasive over the course of a decade, mobility – continuous wireless connectivity to a high-bandwidth global network - will soon be integral to every imaging product and service. The tidal wave of transition is already upon us. Consider the following:

In 2005,  
**over half a billion**  
digital cameras  
will be sold embedded  
in cell phones.  
That's more than  
five times  
the total number  
of standard  
digital still cameras  
sold in the same period.



**NOKIA**  
alone will sell  
more digital  
image capture  
devices in  
2005  
than all  
makers of  
standard digital  
cameras combined.

**Kodak, Canon**  
and  
**Nikon**  
already have  
consumer grade  
Wi-Fi  
enabled cameras  
on the market  
and every other  
camera company  
is rushing to do the same.



Camera-phones are driving  
video capture  
from niche status  
into the mainstream.

**80 million**  
video capture devices  
are expected  
to ship next year in the  
**USA** alone,  
compared to just  
22 million in 2003.  
63%  
will be camera-phones.





The scale of the market is also fueling investment in technical innovation at an unprecedented rate.

For instance, dozens of companies and research labs are currently exploring at least seven alternatives to the traditional glass lens as well as innovations in auto-focus and optical zoom.

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