

Camera manufacturers fight extinction

This year's *Consumer Electronics Show* from Las Vegas will see leading camera manufacturers debut devices featuring innovative technology in an attempt to combat the increasing popularity of smartphone cameras

BY THE NUMBERS

► Comparative U.S. unit sales (Nov 2010 – Nov 2011)

Entry-level cameras  **12 million** (down 17%)

Smartphones  **95 million**

► Most common device for taking photographs (U.S., Nov 2010 – Nov 2011)

Point-and-shoot cameras  **44%** (down 8%)

Smartphones  **27%** (up 10%)

CAMERA INNOVATIONS DEBUTING AT CES LAS VEGAS

► Canon PowerShot G1X



- 14.3 megapixel sensor
- Fast DIGIC 5 image processor
- Will recognise child's face for better focusing
- Superior depth of field in low light conditions
- Price: \$799.00



► Sony Bloggie

- 5 megapixel sensor
- Shoots 3D photos and videos (with stereo sound)
- Fast web uploads with built-in USB arm
- Can upload directly to social network sites
- Price: \$249.00



► Samsung DV300F



- 16 megapixel sensor
- Can upload directly to social network sites
- Front-facing screen for self-portraits
- Can eliminate blurry backgrounds
- Price: \$199

Sources: CES, wire agencies
Pictures: Canon, Samsung, Sony

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