## 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

Point-and-shoot cameras

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)

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

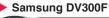
CAMERA INNOVATIONS DEBUTING AT CES LAS VEGAS Canon PowerShot G1X



- 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
- 5 megapixel sensor

Sony Bloggie

- 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





- 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, Sonv

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44% (down 8%)

International