

Demand for Archiving Digital Photos

**Toshikazu Hayashi
Olympus Imaging Corporation
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OSS Akihabara**

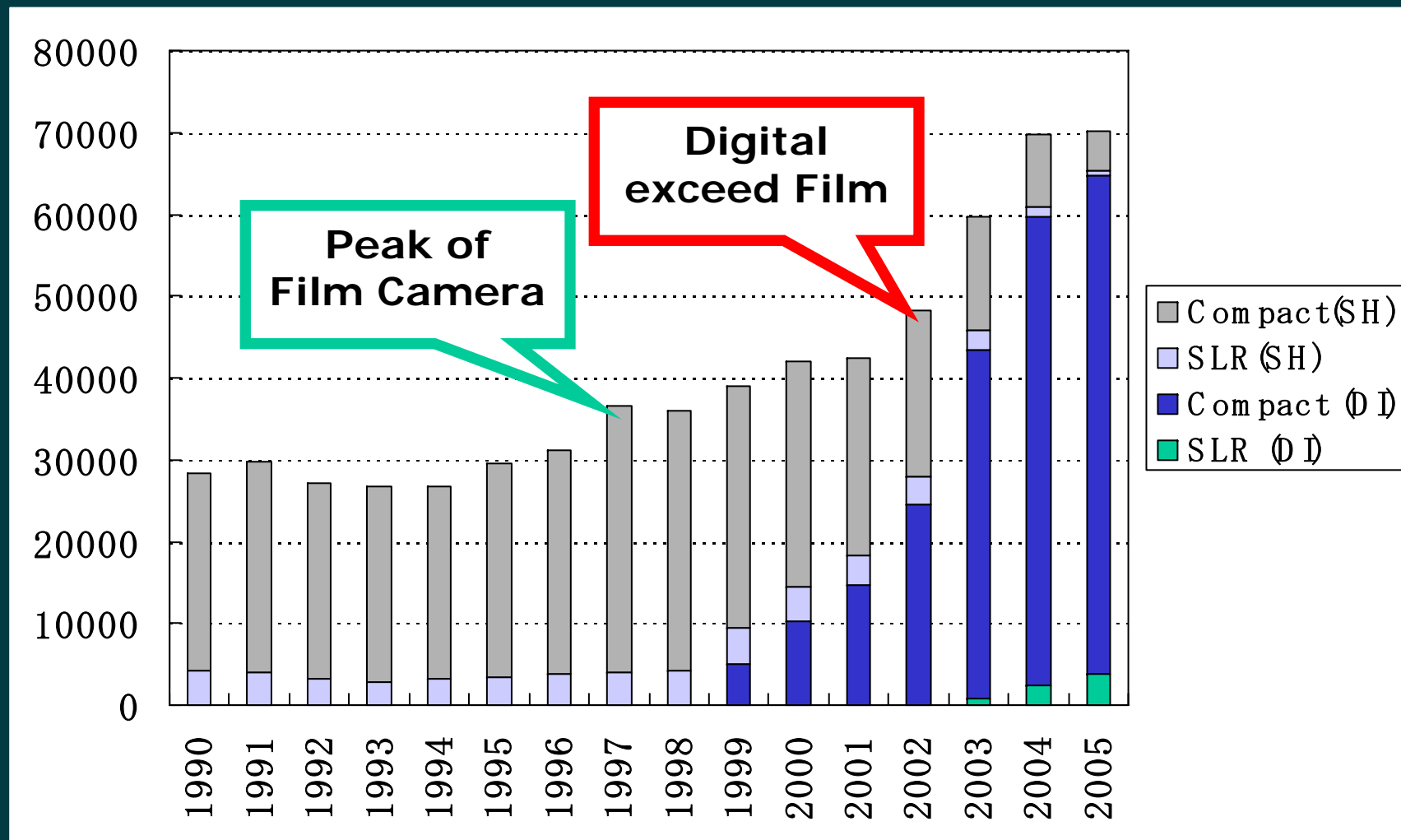
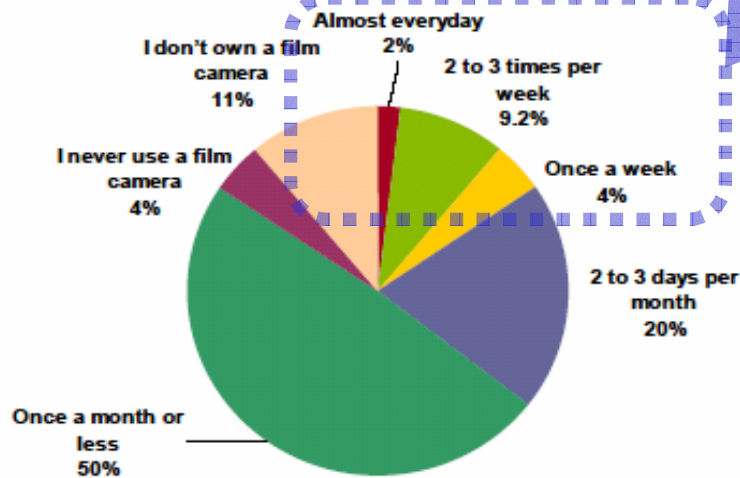


Fig.1 Digital revolution in photo

Source : CIPA 2006

DSC users are more active in taking photos



a) Film camera users

Base : Respondents who don't own a DSC

b) DSC users

Base : Respondents who own a DSC

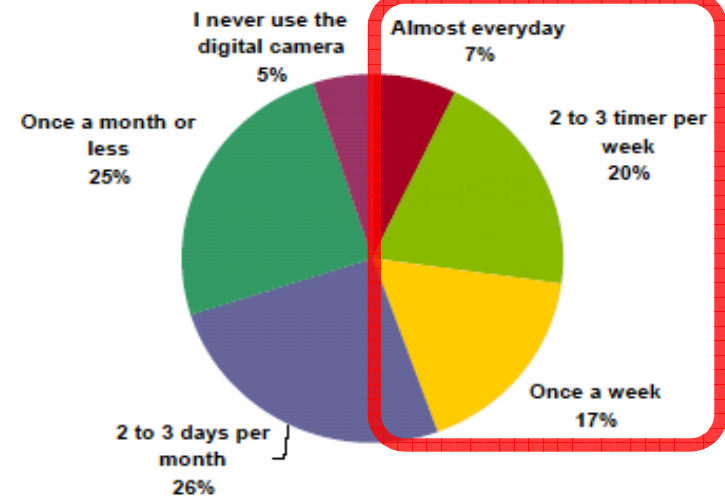
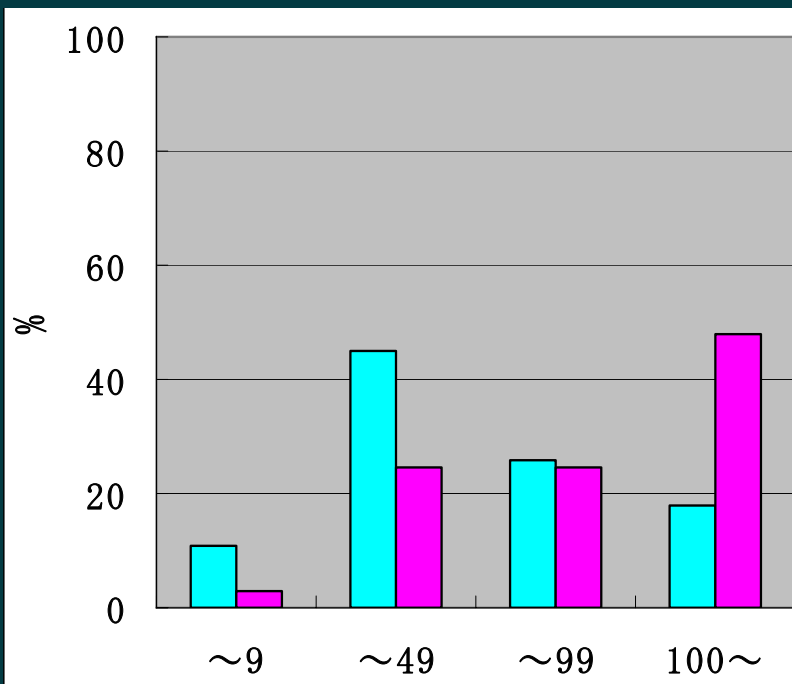


Fig.2 Difference of user behavior (U.S.)

Source : Info Trends, Inc., Digital Camera Survey, 2005

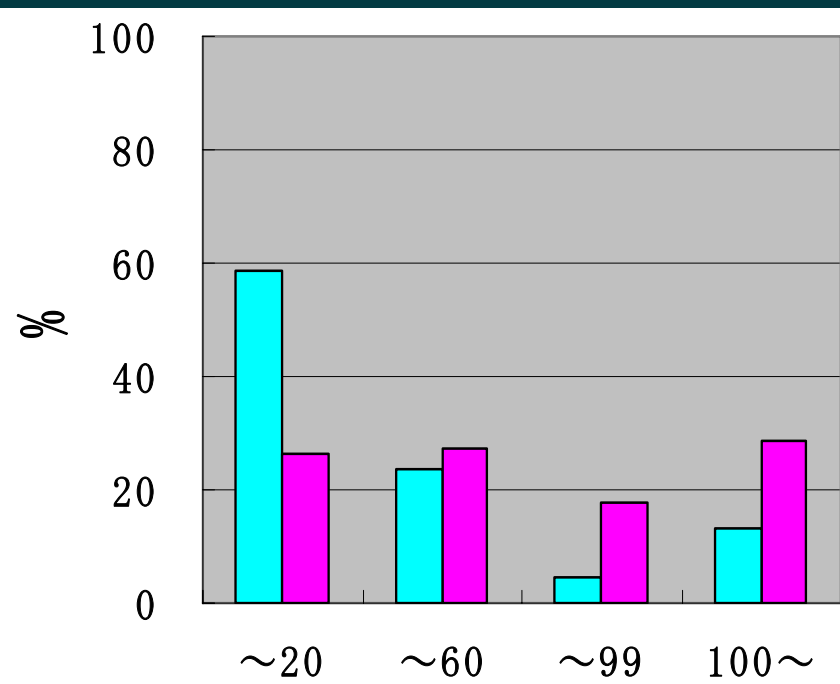
■ : Film camera users

■ : DSC users



a) Japan

Source : Asahi Shinbun, Sept., 24th., 2006



b) U.S.

Source : OLYMPUS estimation

Fig.3 Number of photo taken annually

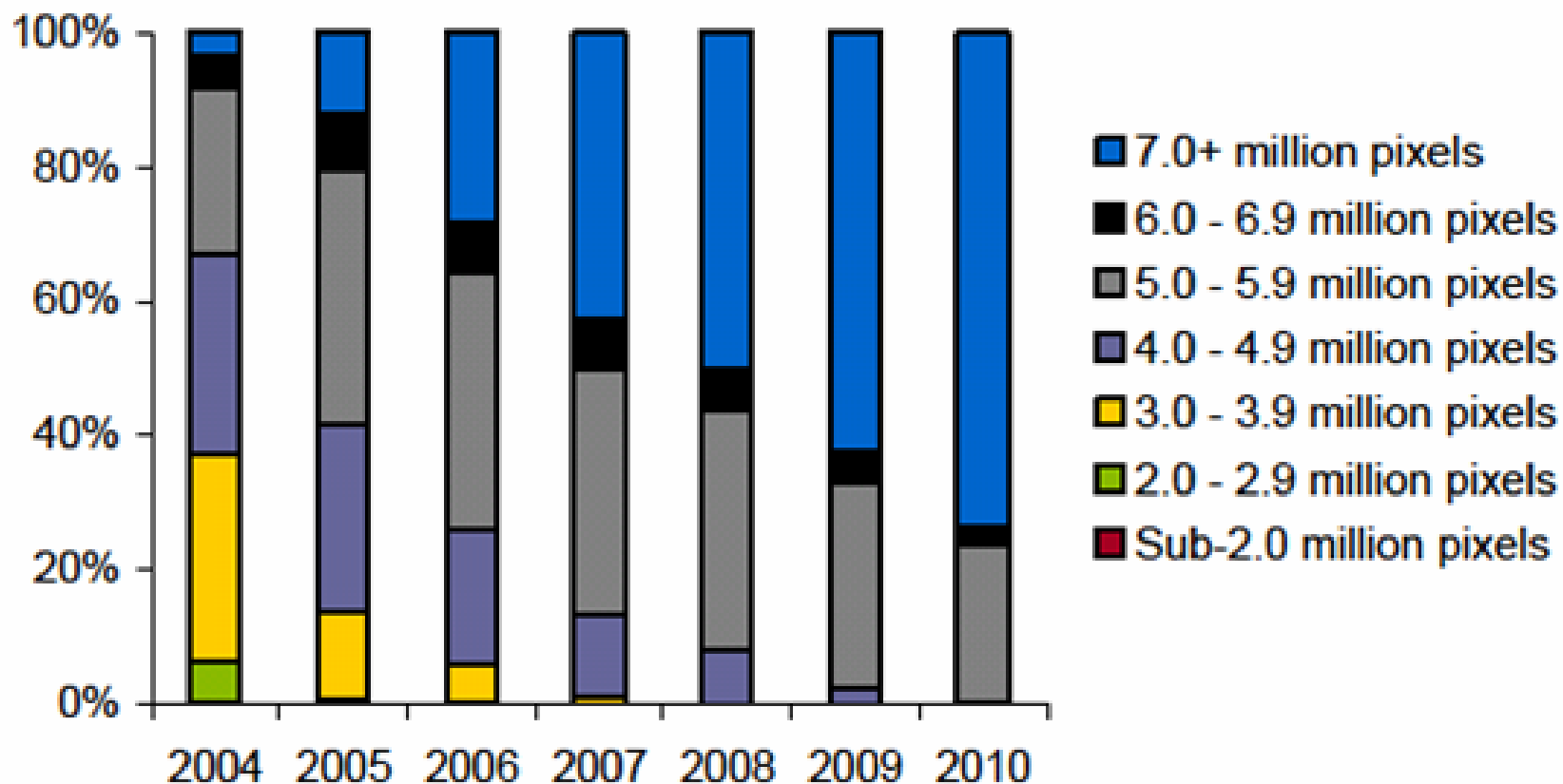


Fig.4 Pixel Count trend / forecast

Source : Info Trends, Inc., Feb. 8th, 2006

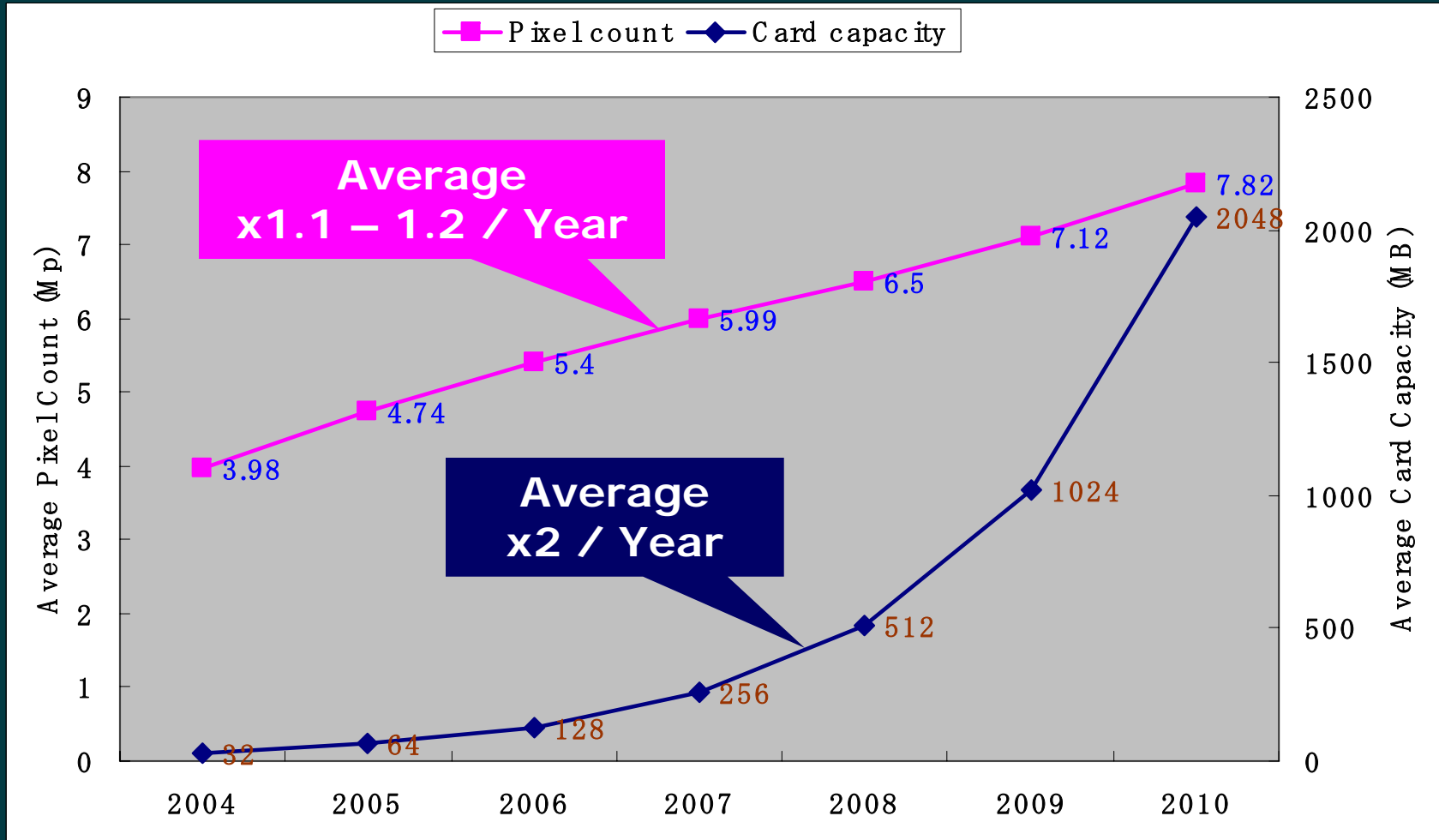


Fig.5 Gap btw pixel count and card capacity

Source : OLYMPUS estimation

Camera Market Situation

- Conversion from Film to Digital has almost complete
- DSC users are more active in taking photos
- Rapid growth of card capacity enables users take more and more photos

Typical demand for archiving

Pros / Hi-amateur
Self Expression

10-16Mpixel
20-30MB/RAW image
Over 1000shots/year
Over 20GB/year
RAID HDD/(BD)

Creative Users

**Catalyst for
future interaction**

8-12Mpixel
1.6-2.4MB/JPG image
500-1000shots/year
1-3GB/year
Blog,SNS/HDD/(DVD)

Mass Users
Proof of past events

6-8Mpixel
1.2-1.6MB/JPG image
Up to 500shots/year
Mostly <650MB/year
Don't care/HDD/(CD)

Source : OLYMPUS estimation

In the Future

- **Excess card capacity drives to adopt multimedia functionality**
- **No single solution could satisfy different level of demand for archiving digital photos**
- **Optical Storage for photo archiving may co-exist with HDD or network**

Thank You