



TREND
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Multi-function devices

For several years, sales of image capturing devices have been growing continually. For 2008 Photoindustrie-Verband and the market researchers GfK are expecting approximately 780 million digital image capturing devices to be placed on the market globally. The owners of these products will not only take billions of pictures, they will also print many of their snapshots. If experience is anything to go by, they will use all available options: Trade, internet and at home photo printing.

Qualified office "staff" with a knowledge of photolab work

Trend towards allrounders

Multifunction printers for at home photo printing are becoming ever more popular. They are true allrounders in printing, scanning and copying, for the faxing of documents and as full-scale photo laboratories, enabling the scanning in of slides, negatives and paper prints – for subsequent output in photo quality.

According to GfK, currently some 120 million units of these allrounders are in use worldwide, and their number is increasing daily. In 2007 a growth rate of some 19 percent was recorded in Western Europe. It is their general versatility which makes these devices so popular, combined with the high quality of their individual functions.

They are suitable for the fast printing of complexly designed documents, with beautiful typefaces and excellent detail and colour reproduction. They also provide brilliant scans and copies in convincing colours. Furthermore, many multifunction devices print pho-

tos not only from connected PCs but also directly from storage cards. Some devices have colour displays, partly also for simple photo corrections and with cutting functions. Some allrounders print on CDs, DVDs or Blu ray discs.

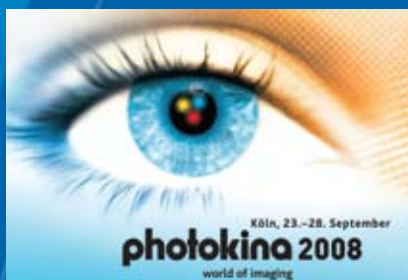
From scans to photo books

Almost all multifunction devices have a scanning function for reflecting originals. Additionally, many devices have a transparency unit to digitalise also slides and negatives in colour or in black-and-white. Two-sided printing is possible with some devices. This not only helps save resources but also enables printing on double-sided coated photo paper – for the design of own photo books.

Comprehensive software packages

Most devices come with comprehensive software packages, e.g. for putting together panoramas from individual pictures and for printing them in widescreen format. Additionally to software for office work or image editing, some manufacturers supply their allrounders together with special scanning software and tools for optimised photo scanning.

Every generation of these compact allrounders takes on new extra tasks, e.g. they wirelessly receive photos - via Bluetooth or IR interfaces - directly from cameras or mobile phones, and they can be wirelessly integrated in networks by WiFi. They print on coated and uncoated papers, and they print on paper in sheets and paper in rolls.



All major suppliers of multi-function devices will be present at photokina 2008 from 23-28 September in Cologne, where they will inform international audiences of traders and users about the latest generation of their products with outstanding novel features.

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