



### Lenses - Eyes of the camera

The boom of digital single lens reflex (SLR) cameras also stimulates the accessory business. Interchangeable lenses are the key to better quality and creativity in photography. Sales of interchangeable lenses benefit especially from the changeover to digital SLR photography - with a sales increase from 220 million Euro to 300 million Euro in Germany in the period 2006/07. Volumes went up from 650,000 to 880,000 items, i.e. an increase by over 35 percent was achieved. According to Photoindustrie-Verband and the market researchers GfK, in the year 2007 over 12 million lenses were sold globally. The Japanese Camera & Imaging Products Association (CIPA) predicts for 2008 a further rise by 17 percent in sales of interchangeable lenses. After that, the sales curve might flatten out somewhat, but CIPA expects for 2009 another increase by around 10 percent. CIPA also believes that an improvement by just under 10 percent will still be possible in 2010.

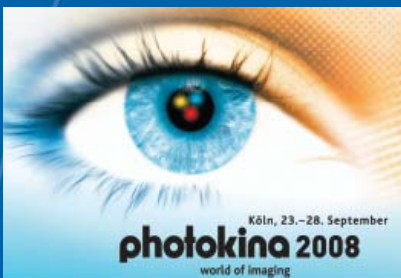
they know that they need the latest products for optimal results. Innovation cycles have become shorter. This holds true for lenses, too.

Modern lenses have more to offer in terms of quality, flexibility and creative options of photography. For example, new zoom lenses - which are designed primarily for digital cameras - are frequently superior to old ones where fixed focal lengths are concerned. Additionally to optical features attuned to the special requirements of sensor technology, lenses of the latest generation offer better auto-focus drive systems, more effective image stabilizers, more compact configuration for wider zoom ranges and - last, but not least - environmentally sounder materials.

Special lenses are available for all types of uses. Wide focal length ranges of superzoom lenses - from extreme wide angle perspectives to supertele - give more flexibility to photographers with only one lens. Ultra-short focal lengths enable extreme wide angles. Special lenses for macro-photography and perspective adjustment enhance creative options. Photographers increasingly tend to buy high-quality lenses. Now many digital SLR cameras are sold with a kit of zoom lenses. Generally, consumers prefer standard zoom lenses followed by telezoom lenses. But where lenses are purchased on their own, telezoom lenses are the first choice. There is also a special demand, first, for extreme wide angle lenses and, second, for lenses for the macro-range.

## The key to success

These figures clearly show that users of SLR cameras also invest in accessories, especially in lenses. Many photographers, who purchase a modern digital SLR camera, are already digital SLR camera owners. Most of them either want to expand their equipment with a second camera, or they want to discard their older models. Consumers are aware that today improvements are put into practice much faster than in the past, and



The whole range of innovative technologies, developed by optical engineers worldwide today for the lenses of tomorrow, will be on display at photokina 2008 - World of Imaging - from 23 to 28 September in Cologne.



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