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Unlimited range of options from the silent photo-servant

Paper prints have not lost any of their attractiveness as a result of digitization; quite the reverse: photos from digital cameras and from camera-phones can be quickly and easily printed by anybody using the new photo kiosk systems. With digital technology and the large variety of options associated with it, new opportunities are opening up for paper prints, everywhere and all the time. Between September 23 and 28, photokina 2008 in Cologne will provide a comprehensive overview of current developments which will impact the form of the market for photos and will affect the kiosk business over the years to come.

Photo kiosk systems - New Dimensions

Photo prints in self-service

When at the beginning of digital photography, the first kiosk solutions were starting to take over the market for prints, the main potential was seen to be in the print-from-print business. Nobody considered that the volume of orders for paper prints from digital media would be high enough. The situation has now changed a good deal. Today in Germany alone, 18,000 digital photo kiosk systems are in operation. There customers can not only get and pay for prints but can in self-service mode also create for themselves and then order individual photo-gifts and even photo-books.

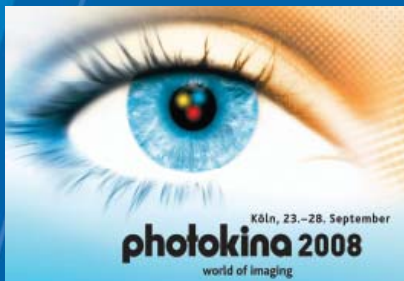
From standard print to photo-book

The orders for prints from digital originals continue to grow fast. In

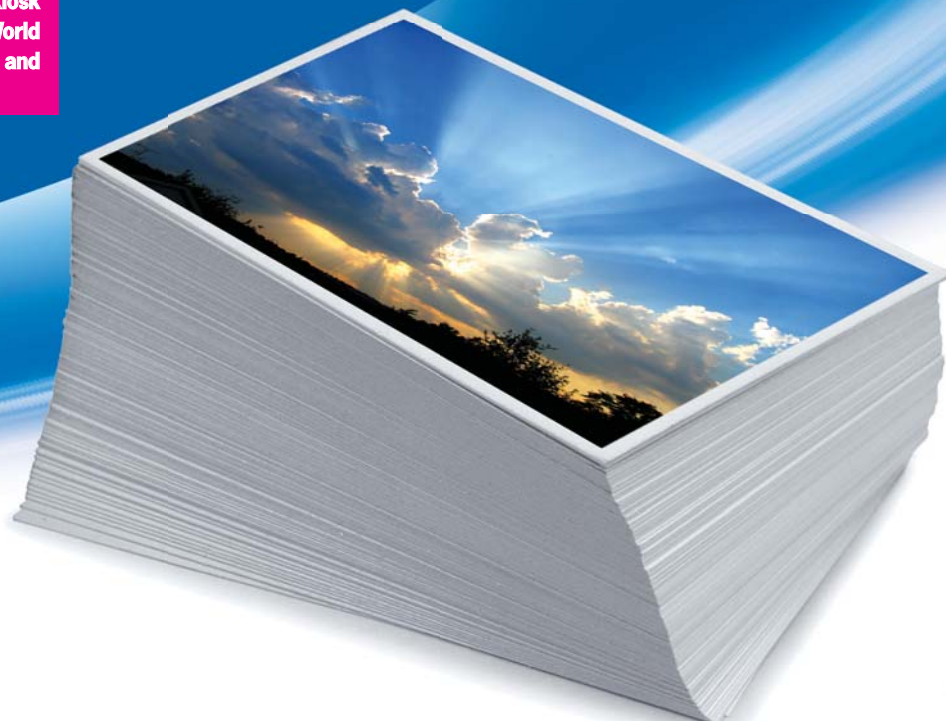
the USA the sale of prints from digital media grew in 2007 by 20 percent to around 17 billion photos. Over the same time period, the European market grew by 18 percent and rose to 12.9 billion prints. Orders for photo-gifts and for individual photo-books have been rocketing upwards. In the past year, sales of photo-books and calendars grew by 150 percent in Europe and photo-gifts by as much as 40 percent. There has been a big jump in the number of printers using a dry process. In the USA they already have a share of 10 percent of new installations. In Western Europe, a market share of 5 percent is predicted. The number of installations that operate dry-print kiosk systems grew last year in the USA to a total of 47,000. According to the predictions of market research firm "Understanding & Solutions", by 2011 the number is expected to rise to more than 54,000 units. In Western Europe, according to figures from the same company, the number of kiosks providing an instant printing service will grow this year by about 35 percent to over 56,000 installations. By 2011, there is likely to be an installed base of 80,000 kiosks.

Expansion to achieve sales increases

The availability of kiosk solutions for order-taking and the printing of photo-products at retail or via a central lab is becoming steadily more common. Hardware and software will benefit from continuous improvements, which will offer the consumer more options, while allowing the owner increased sales potential. Faster printing, higher bandwidth, simpler operation and finally a greater range of products are turning the photo-kiosk into a product of steadily increasing commercial significance.



Approximately 1,600 exhibitors will be showing the latest trends of photo kiosk systems at photokina 2008. The World of Imaging takes place between 23 and 28 September 2008 in Cologne.



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