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iGillottResearch Completes Ground-breaking Worldwide Cameraphone Market Study

AUSTIN, Texas, July 22, 2005 – Wireless cameraphones have become the most rapidly accepted consumer electronic device in history, due to their unique functionality enabling the user an opportunity to communicate with images in similar manner as with voice and text messages. Of particular interest is the printing side of the business. Already, industry leaders from both camps are striking agreements to participate in what is foreseen as a money making proposition.

“Over the past few years, the imaging industry has transitioned from a film-based industry to one that is well prepared to take full advantage of digital functionality,” says Jorge Gamez, vice president of Sales and Marketing, Photofinishing News. “The massive and rapid acceptance of digital still cameras has fostered the development of an ever-expanding infrastructure to accommodate the needs of the digital consumer. Cameraphones are yet another digital device that will generate massive digital content which afford both the imaging and wireless/mobile industries unique and profitable synergies.”

“This study shows that the convergence of the wireless/mobile and imaging sectors places the mobile operators in a ‘content provider’ role,” says Iain Gillott, founder and president of *iGillottResearch, Inc.* “This should be leveraged to allow the wireless operators to share in the revenue generated from cameraphone printing. Cameraphone image transmission and printing revenues should be viewed as avenues to help recoup the colossal investments required for state-of-the-art networks.”

The intention of this study is to provide players in both the imaging and wireless/mobile industries information that leads to a comprehensive understanding of the technological and business challenges faced as the two industries are unified by the rapidly growing cameraphone market. The value-chains of both sectors are presented along with the synergies and challenges faced as cameraphones aggressively continue to gain market traction. Issues such as standards, user practices, regulatory constraints, and cultural impact are discussed. The study also presents a global forecast for cameraphones and related cameraphone-generated print volumes.

About *iGillottResearch, Inc.*

iGillottResearch Inc. is a market strategy consultancy that conducts research on major wireless and mobile technology and business issues. www.igillottresearch.com.

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