

world of imaging

The magazine for users and purchasers of digital imaging solutions

Spring 2009

Imaging industry

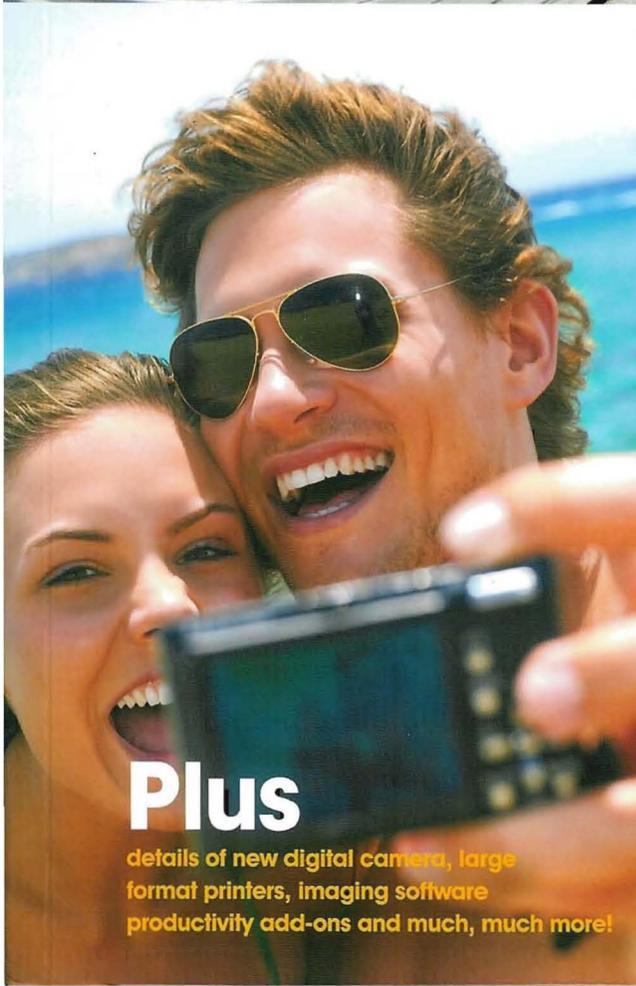
weathering global recession?

photokina 2008

in-depth analysis

Jessops

flagship
store review



Plus

details of new digital camera, large format printers, imaging software productivity add-ons and much, much more!



New

Products section

AgfaPhoto builds on its success at photokina 2008

Andreas Selmeczi, Managing Director of the relaunched brand explains to *world of imaging* how last year's presence in Cologne has complemented a wide range of successful 2009 activities for the company

woi: What is your role within AgfaPhoto?

AS: The AgfaPhoto story is the story of a legendary brand. Based on our heritage and the uncompromising trust of millions of consumers, our mission at AgfaPhoto is to provide high quality and easy-to-use products that enable and encourage people to celebrate and share the little things that make life special. It gives me enormous pleasure to be pursuing this mission as Managing Director for the Licensing Business of AgfaPhoto Holding.

woi: How was photokina for you as a company – it was important if nothing else because you wanted to use it as a platform to increase awareness of the brand?

AS: photokina 2008 was a great success for us, thanks. We had a simple key message: AgfaPhoto is back. Our reappearance was very much appreciated and we have

received overwhelmingly positive feedback from both consumers and our business partners. Our consumer imaging products and services - most notably our digital cameras, digital photo frames, storage media, inks and other products including analogue products and batteries – were and are still being very well received. Our dedicated licensees, who are providing products and services under the brand name AgfaPhoto, were

able to close numerous additional sales and distribution agreements to ensure broader availability of AgfaPhoto products for consumers. We ourselves were able to sign additional license agreements with new partners for new product categories as a result of our photokina 2008 experience. As a consequence, we will soon have increased our product range considerably by introducing new lines of LCD TV, PC monitors, DVD players, various portable media players, projectors and cleaning kits.



Above: the AP DV5580Z and opposite: The AgfaPhoto LCD-TV LC 21609M



AgfaPhoto OPTIMA Serie



▶ OPTIMA 1438m – Wide view with wide angle!

- ▶ 10.0 megapixel CCD sensor
- ▶ 4x optical zoom, 4x digital zoom
- ▶ 3.0" TFT LCD
- ▶ Wide angle objective
- ▶ Lithium-ion battery
- ▶ Face tracking
- ▶ Smile detection
- ▶ Metal body



▶ OPTIMA 1338mT – Touching allowed!

- ▶ 10.0 megapixel CCD sensor
- ▶ 3x optical zoom, 4x digital zoom
- ▶ 3.0" TFT touch screen display with large operation symbols
- ▶ Lithium-ion battery
- ▶ Face tracking
- ▶ Smile detection
- ▶ Metal body



▶ OPTIMA 8328m – Perfect in every situation!

- ▶ 8.0 megapixel CCD sensor
- ▶ 3x optical zoom, 4x digital zoom
- ▶ 2.7" TFT LCD
- ▶ PASM mode
- ▶ Lithium-ion battery
- ▶ Face tracking
- ▶ Smile detection
- ▶ Digital image stabilizer



▶ OPTIMA 830UW – For nature and sport!

- ▶ 8.0 megapixel CCD sensor
- ▶ 3x internal optical zoom, 4x digital zoom
- ▶ 2.5" TFT LCD
- ▶ Movie recording with sound
- ▶ Lithium-ion battery
- ▶ 10 meter water resistant, 2 bar - atm
- ▶ 1 meter shock resistant
- ▶ Metal body



Above: AgfaPhoto Album Book
 Opposite: AgfaPhoto Cleaning & Care

woi: Great. Now we are in Q2 2009, what is AgfaPhoto doing specifically to build on all this excitement?

AS: First of all, we have invested heavily in ways to evaluate and respond to the behaviour and needs of consumers in the key European markets. What matters to the consumer, what values and emotions are important and what drives the purchase decision? We thus now have a very precise understanding of the needs, demands and perceptions of customers buying consumer imaging products and services, and particularly of AgfaPhoto customers.

We know that our customers are demanding high quality products that are reliable, state-of-the-art and easy-to-use, all based wherever possible on proven technology and appealing design. We are able to address such market needs by providing the right products with the right specifications via the right channels.

For instance, PMA 2009 in Las Vegas in March saw the launch of the iconic AgfaPhoto OPTIMA DSC range and new camcorders with HD capability. Meanwhile, it is now increasingly understood that a large and constantly increasing number of people prefer to view and enjoy their images on TVs, particularly if equipped with HD (high definition). We are convinced that such products represent a great opportunity and AgfaPhoto can rise to the challenge. We just have launched AgfaPhoto LCD TVs AgfaPhoto LCD TVs along with DVD players and other new consumer electronic devices this quarter in Germany, for instance. So there is a lot of great work going on.

woi: True – but how will AgfaPhoto deal with the credit crunch?

AS: We believe that, jointly with our business partners, we have a truly superior business system and are much less affected from the crisis than integrated manufacturers. And we are still at an early stage of securing our share in what is an intrinsically attractive market.

Regarding the overall market, I firmly believe that in ten years we will all look back and see the same pattern that could be observed after the dot com/New Economy 'crisis' had happened at the beginning of the decade: a dip in the market followed by above-average growth for consumer imaging and consumer electronics. Our business constellation and the type of products we sell and plan to introduce to the markets lead me to believe that AgfaPhoto will be hardly affected by the crisis.

woi: So to sum up, what is the 'intelligent way' for us to think about AgfaPhoto at the moment?

AS: As a company, AgfaPhoto continues to very much builds on the convergence of different technologies and product groups within consumer imaging and related markets. We offer a broad variety of appealing consumer imaging products and products with applications for consumer imaging under its renown and strong brand. We are in the picture business, and we help consumers to make, store and share these pictures with others. And so we expect both consumers and retailers will continue to benefit from our presence and our approach. 

