

Digital Cameras Can Drive Consumables...



Digital Photo Album uses rewriteable MiniCDs to store images directly from cameras and connects to low cost thermal printers acting as controller unit.



A Digital Camera Strategy that Promotes Consumable Sales

(Consumables Kodak already manufactures.)

Key Components



Digital Photo Album (DPA)

A small portable miniCD writer with LCD display for playback of images. Sony currently manufactures an audio minidisc recorder.

This unit is the heart of the system. By moving storage from the camera to the DPA, which is designed to be carried in a holster on a belt, cameras can now be made smaller and cheaper because there would be little or none onboard storage.

A whole line of digital cameras from low-end to high-end could interface to the DPA via a Firewire (IEEE 1394) or Infrared (IrDA) interface. (Perhaps via a connection in a specially designed belt that holds both the camera, the DPA and a number of rechargeable batteries.)

The DPA contains software that allows the viewing and erasing of images in the field but also when connected to one of the dye diffusion printer engines acts as a buffer and controller for these printers thus reducing costs of the printer, but it also allows printing without a computer interface. (This is important, the fewer steps between capture and printing the higher the potential burn rate. In other words... Make it as easy as possible to make a print!!!!)

Some other possible features...

- Video out.

- Audio recording and playback.

- Touch sensitive LCD for menu selections.

- Ability to write with stylus on images. (like Coolpix 300)

- IEEE 1394 (Firewire) Interface to host computer

Writable MiniCD's



MiniCD's are a much more affordable storage media than flash memory and would tend to be replaced rather than reused. The MiniCD's can also be read in almost all computer CD players making it much easier to transfer images to a computer, no cables or special accessories.

Low Cost Dye Diffusion Printers

The most important component to continued revenue. We have a huge investment in a manufacturing facility in Colorado that is being wasted because it is under utilized. High quality ink jet materials can cost nearly as much as dye diffusion but only have a life of a year or so at most. The printers are much more affordable however.

Two basic units if priced right could generate millions in media sales by offering a simple to generate, nearly instant print, directly from Digital Photo Albums or computers.



A6 Printer under \$500

If we can't build one we should buy the one Sony and Olympus are selling and manufacture cartridges and paper for it and modify to interface with DPA.

Letter Size Printer under \$2000

Our current printer, the DS8650, while recognized as the industry's best, is priced out of range of most individuals. A photographic quality printer for under \$2000 will appeal to a much wider audience of photographers both professional and amateur.

Media would need to be packaged in more affordable unit sizes for consumers but could allow greater margins.

Digital Cameras



Moving the primary storage of digital cameras to the DPA should allow the cameras to be made smaller and cheaper. RAM memory could be used for in-camera storage of a few images when used without a cable or buffering multiple shots when tethered to a DPA.

Connection to DPA could be Firewire or IrDA, possibly using a fiber optic cable.

The System

One of the biggest strengths of this system besides promoting sales of media is the fact that images can be viewed and printed **without a computer** . This opens the market to those individuals who take pictures but don't have a computer yet. If they do buy a computer at a later date, their photography system is already capable to interface with it.