

Digital Imaging - Job Aids



Digital Cameras

How To Help Customers Choose The Camera That's Right For Them

You're likely to spend a reasonable amount of time helping customers purchase a digital camera. They are more likely to have questions, want to see how the cameras work and actually try them out. Review this list of important things to know and understand and consider so that you can help them cut through the often confusing information and select a digital camera that best suits their lifestyle.

What's Important	Why																	
<p>1. Megapixels</p> <p><i>Why are megapixels important? How many are enough for your customer?</i></p>	<p>The number of megapixels customers need depends on what they will do with images and how they will share them. Higher megapixels require a more expensive sensor, which is the most expensive component in the camera. Generally, the more megapixels a camera has, the higher the price.</p> <table border="1" data-bbox="488 730 1495 1108"> <thead> <tr> <th data-bbox="488 730 964 800">Picture Type</th> <th data-bbox="964 730 1235 800">Maximum Image Resolution</th> <th data-bbox="1235 730 1495 800">Minimum Camera Resolution</th> </tr> </thead> <tbody> <tr> <td data-bbox="488 800 964 875"> <ul style="list-style-type: none"> Email photos, post photos to online auctions, web slideshows, display on computer </td> <td data-bbox="964 800 1235 875"> <ul style="list-style-type: none"> 640 x 480 pixels (low resolution) </td> <td data-bbox="1235 800 1495 875"> <ul style="list-style-type: none"> 1 megapixel </td> </tr> <tr> <td data-bbox="488 875 964 945"> <ul style="list-style-type: none"> Print and share 4" x 6" or 5" x 7" (uncropped) </td> <td data-bbox="964 875 1235 945"> <ul style="list-style-type: none"> 2048 x 1536 pixels (medium resolution) </td> <td data-bbox="1235 875 1495 945"> <ul style="list-style-type: none"> 2-3 megapixels </td> </tr> <tr> <td data-bbox="488 945 964 1022"> <ul style="list-style-type: none"> Print and share 8" x 10" (can be cropped, edited or enlarged) </td> <td data-bbox="964 945 1235 1022"> <ul style="list-style-type: none"> 2272 x 1704 pixels (high resolution) </td> <td data-bbox="1235 945 1495 1022"> <ul style="list-style-type: none"> 4-5 megapixels </td> </tr> <tr> <td data-bbox="488 1022 964 1108"> <ul style="list-style-type: none"> Print and share 16" x 20" or larger (uncropped) or highly edited or enlarged 4"x 6" snapshots </td> <td data-bbox="964 1022 1235 1108"> <ul style="list-style-type: none"> 3072 x 2048 pixels (very high resolution) </td> <td data-bbox="1235 1022 1495 1108"> <ul style="list-style-type: none"> 6 or more megapixels </td> </tr> </tbody> </table>			Picture Type	Maximum Image Resolution	Minimum Camera Resolution	<ul style="list-style-type: none"> Email photos, post photos to online auctions, web slideshows, display on computer 	<ul style="list-style-type: none"> 640 x 480 pixels (low resolution) 	<ul style="list-style-type: none"> 1 megapixel 	<ul style="list-style-type: none"> Print and share 4" x 6" or 5" x 7" (uncropped) 	<ul style="list-style-type: none"> 2048 x 1536 pixels (medium resolution) 	<ul style="list-style-type: none"> 2-3 megapixels 	<ul style="list-style-type: none"> Print and share 8" x 10" (can be cropped, edited or enlarged) 	<ul style="list-style-type: none"> 2272 x 1704 pixels (high resolution) 	<ul style="list-style-type: none"> 4-5 megapixels 	<ul style="list-style-type: none"> Print and share 16" x 20" or larger (uncropped) or highly edited or enlarged 4"x 6" snapshots 	<ul style="list-style-type: none"> 3072 x 2048 pixels (very high resolution) 	<ul style="list-style-type: none"> 6 or more megapixels
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<p>3. User Controls</p> <p><i>Which manually adjustable features—flash, zoom, exposure and focus settings—will make a difference to the kind of pictures your customer wants to take?</i></p>	<table border="1" data-bbox="488 1310 1495 1845"> <thead> <tr> <th data-bbox="488 1310 784 1348">Need</th> <th colspan="2" data-bbox="784 1310 1495 1348">Look For</th> </tr> </thead> <tbody> <tr> <td data-bbox="488 1348 784 1845"> <ul style="list-style-type: none"> No red-eye Long distance or close-ups Action shots Variable light, no flash Artistic shots </td> <td colspan="2" data-bbox="784 1348 1495 1845"> <ul style="list-style-type: none"> Double flash (aka "red-eye reduction") flashes twice – once to close the subject's iris, and the second time to illuminate the subject. Zoom lets customers magnify the subject and gives them more control when composing their shot. For example, a 3X optical zoom makes an object appear three times closer. Digital zoom simply magnifies the pixels in the image and often gives photos an undesirable "digitized" look. Manual exposure – shutter speed priority lets customers adjust the shutter speed from 30 seconds to 4/1000 of a second. Shorter times capture action. Manual exposure – aperture priority lets customers adjust the iris and control the amount of light. This feature is ideal for capturing photos in low light where customers do not want the flash to wash out their scene. Features like manual focus give customers the ability to compose a shot with an off-centered subject or with an out-of-focus foreground. </td> </tr> </tbody> </table>			Need	Look For		<ul style="list-style-type: none"> No red-eye Long distance or close-ups Action shots Variable light, no flash Artistic shots 	<ul style="list-style-type: none"> Double flash (aka "red-eye reduction") flashes twice – once to close the subject's iris, and the second time to illuminate the subject. Zoom lets customers magnify the subject and gives them more control when composing their shot. For example, a 3X optical zoom makes an object appear three times closer. Digital zoom simply magnifies the pixels in the image and often gives photos an undesirable "digitized" look. Manual exposure – shutter speed priority lets customers adjust the shutter speed from 30 seconds to 4/1000 of a second. Shorter times capture action. Manual exposure – aperture priority lets customers adjust the iris and control the amount of light. This feature is ideal for capturing photos in low light where customers do not want the flash to wash out their scene. Features like manual focus give customers the ability to compose a shot with an off-centered subject or with an out-of-focus foreground. 										
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4. Speed What's shutter lag? Is it an issue for the kinds of pictures your customer is going to take?	Shutter lag is the delay that occurs between the time customers press the "capture" button on a digital camera and when the picture is actually taken. If customers are photographing sports or quick action events, shutter lag may cause them to capture the moment after the one they really wanted to capture. So be sure to have them try out the camera speed before they buy it so that they capture the moment, not the moment after.																																																								
5. Ease Of Use What does your customer want in each of these features?	What one customer is looking for may be very different from what another customer is looking for.																																																								
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*Source: CEA Market Research 2004



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