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DIGITAL LIFE: Hot Picks deliver hot prospects

June 7, 2010: Well, the buzz and excitement at the Digital Life Expo and Convention in Melbourne was a real tonic for the photographic industry!

The 'Hot Picks' presentation by the attendees on Saturday afternoon provide retailers and other business operators with that special something that will give them a point of difference and offer the potential of profit.

The exhibition offered some new products and creative adaptations to other well-proven items for photo labs, picture framers, camera stores or studios.

For the mass merchant/department store channel, the new lines will provide some new options, too.

Last year the item that raised the interest of the past Young Achiever of the Year, Brendan Cassidy, was the Fuji 3D Camera. This year 3D has certainly made dramatic inroads into the marketplace.

This year's Young Achiever, Chris Morgan, chose the Panasonic 3D Video Camera.

In his words, 'Everyone needs to see the Panasonic broadcast 3D video camera! Hopefully a sign of things coming to the consumer market.'

Another 3D product that was selected as a Hot Pick by Glynn Lavender and USA TVP of the Year, Margaret Remy, was the Fuji 3D WI camera. Paul Atkins from Atkins Technicolour, Adelaide, chose the Panasonic 3D HD TV.

Back to 'plain old '2D', Kodak's Pulse Digital Frame which allows you to upload images wirelessly is a great idea to use in-store for displays and for easy image sharing by consumers. This choice was made by John Atkins of Atkins Technicolour, Adelaide.

A multi-nominated and much talked about selection was the innovative product Print 2 Metal. Jack Culverwell, PCL Imaging Ltd, Auckland NZ, Jan Gallen, Digital Images & Prints, Bathurst, and Kerwin Ross, Photo Pro, Brisbane were all impressed with this product - a must-see option for the retail lab.

Dakis web design and hosting service was the Hot Pick by International TVP of the Year, Alan Logue, Hutt St Photos, Adelaide.

'Our business has just given birth to our new website and it has been an enjoyable process dealing with a group of people who understand our industry,' he commented. (Hutt St home page from Dakis pictured right..)



Another 'Hot Pick' which piqued interest was the Kodak Picture Kiosk version 4 software, which offers retailers stand-alone, in-store capabilities to easily produce a range of high-margin creative products- and supports the customers' thinking. This was selected by Paul Boniface, Scone Digital Imaging.

Other products nominated were:

- The Ice Block Frame by D CO Concepts - selected by Vicki Abraham from Chinchilla 1 hr Photos, Qld;
- Floating Acrylics by Industry Partnerships was the choice of Michelle Morrison of Hydro Photographics, Port Macquarie, NSW;
- The Joby Flare from Maxwell International (pictured right) was the choice made by Paul Middleton of Royal Express, Sydney;
- The Expo Disc, a convenient and simple way to set white balance, from Maxwell International, was selected by Ian Sackett from Woollongong Camera House;



- The Camera Recycle program by Nitram Photographic Systems, which offers an environmentally friendly option for retailers and their customers was selected by Catherine Logue, Hutt St Photos Adelaide.
- The profit potential of the Lenspen from Tasco Sales (pictured left - for a change) impressed the always discerning John Ralph, John Ralph Camera House;

A range of camera were selected:

- Samsung's NX10 camera was selected by Amy Jennings, Ted's Cameras;
- Kodak's Playsport underwater camera was the choice of Neville Volae of Dalby Colour Innovations, Qld's Hot Pick;
- Samsung's new flagship compact, the EX1 camera was chosen by Murray Gibbs, Gerry Gibbs Camera House, WA;
- Brian Wood, International President, PMA, selected the Topaz Labs software, which offers simple image enhancement .

In all, some 19 items were selected by the business operators attending the event, providing a great opportunity to share knowledge and potential profit lines with their colleagues. The 'Hot Picks' segment provides the opportunity to find that something to make a difference for those wanting to maximise their investment in attending the PMA Convention in Melbourne.

For both attendees and those who couldn't make it, Hot Picks provides some great leads for products to consider stocking in the months to come - and even without having to wear out your own shoe leather!

- Catherine Logue, executive producer, Hot Picks program

The Hot Pickers and their Picks:

- Glynn Lavender, Margaret Remy: Fuji 3D W1 camera
- Paul Boniface: Kodak Kiosk Software
- Vicki Abraham: Ice Block Frame
- Paul Middleton: Joby Gorillapod Flare (Maxwell)
- Alan Logue: Dakis Website design software
- Michelle Morrison: Floating Acrylics
- Amy Jennings: Samsung NX10
- Brian Wood: Topaz software
- Catherine Logue: Camera Recycle program (Nitram)
- Neville Volae: Kodak Playsport Underwater camera
- John Atkins: Kodak Pulse frame
- John Ralph: Lenspen (Tasco)
- Murray Gibbs: Samsung EX1
- Chris Morgan: Panasonic 3D video camera
- Tim Jones: Hoodman frames
- Jack Culverwell: Print 2 Metal
- Ian Sackett: Expo Disc (Maxwell)



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