



## **Camera Phone Adoption Creates Need for New Photo Sharing Applications**

*Study finds consumer demand for sharing services from wireless carriers*

Seattle—May 7, 2007—Mobile imaging technology provider Ontela finds that new consumer shifts in mobile camera phone adoption could have a dramatic impact on future wireless service provider offerings. A recent survey of over 500 consumers shows that while people are increasingly selecting camera phone handsets, they are frustrated by the difficulty of accessing their camera phone pictures and putting them to use. Forty percent of mobile phone owners would consider changing wireless service providers in order to get a seamless photo sharing experience. Respondents also overwhelmingly indicated that they would expect to pay for the service, leaving the door open for carrier-based photo sharing services that deliver images to users' PCs and popular photo sharing web sites such as Windows Live Spaces, Facebook, Snapfish and Flickr.

Other notable findings include:

- Mobile phone data feature usage remains low outside of standard text messaging, with over 80 percent responding that they do not use MMS or internet browsing, and two thirds reporting that they had never purchased games or photo wallpapers for their handsets.
- In a test to determine users' ability to transfer photos from their camera phone to a popular online photo sharing service, 75 percent of consumers were unable to accomplish this using their current phone.
- Nearly half of respondents claimed that camera functionality was not part of the buying decision for their current handset, but 85 percent prefer that their next phone include a camera.
- 86 percent responded that they would find a carrier-based photo sharing service that offered a seamless, click-free sharing experience to be useful.
- Over 90 percent of users expressed interest in a service offering the ability to upload pictures to their own PC.
- Although 87 percent of users conveyed the desire to upload their camera phone pictures to a photo sharing site, no single destination was unanimously selected, with a host of sites vying for between 5 and 25 percent of users' attention.

The survey was conducted online and consisted primarily of respondents between the ages of 18-49 from the United States. A wide range of income and education levels were represented and fairly extensive demographic information was collected.

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