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**WebCam Market Opportunities, Strategies, and Forecasts,
2007 to 2013**

WebCam



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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2007 \$3,200

CHECK OUT THESE KEY TOPICS

WEBCAM MARKET SHARES
WebCam Market Forecasts
WebCam Market Driving Forces
WebCam.com Directory

Consumer WebCams
WebCam View Overlooking
CAMERA TYPES OF WEBCAM
SELECTED WEBCAM PRICES
WEBCAMS FOR WEB CONFERENCING AND CHAT
MICRO LENSES AND COLOR FILTER ARRAYS
TELEROBOTICS WEBCAMS
SPEED
NETWORK CAMERA SOFTWARE FOR THE ENTERPRISE
VIDEO RINGTONES
WEBCAMS FOR SECURITY
WEBCAM REGIONAL ANALYSIS

OPPORTUNITY ABOUNDS

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WebCam Market Description, Market Analysis, Product Description, and Company Profiles

Demand for Internet services, the implementation of broadband and demand for video transport are major web cam market driving forces.

Micron CMOS image sensor are on the cutting-edge of the latest camera trends. Micron's imaging group WebCam imaging technology meets design requirements for higher quality. Existing WebCams are traditional 'tethered' style, with VGA or 1.4-megapixel resolution.

Micron CMOS image sensors are evolving higher resolution, 2-megapixel and above, camera capabilities. As, the PC manufacturer market embeds WebCam cameras into notebooks and flat panel monitor designs, higher quality is demanded. Micron was recently selected by a leading PC manufacturer as the sole image sensor supplier for their line of top-selling notebook computers.

Image sensor performance elements for the WebCam market include fast frame rates for capturing crisp and clear video, high dynamic range to ensure a quality picture in various lighting conditions, and small form factor to fit into ultra-thin notebook and flat panel monitor designs.

WebCams are used in combination with instant messaging programs. MSN Messenger, Yahoo Messenger, AOL Instant Messenger, SameTime, and Skype support video chat. Broadband connections support streaming video. Installation, image quality and performance are ways to measure the substance of the WebCam experience. Sample photos from each Web camera in a variety of lighting conditions provide a good measure of quality. Imaging depends on quality and usefulness.

As notebook computers quickly become the form factor of choice for consumers, vendors continue to deliver high-quality, affordable notebook WebCams that help people make reliable video calls. Notebook WebCams offer people great image quality at a reasonable price - and make video communication easier.

WebCam total market forecasts indicate that there is strong growth from a number of segments. The pornographic WebCam market is more hidden from analysts than the other segments, but it is a lively part of the market. The Internet revenue started with porn and continues to benefit from this aspect of use. Because of the relative anonymous aspects of viewing sites, there is usage that might not occur otherwise.

Analysis of consumer WebCam markets and security WebCam markets is shown above. Travel WebCam markets, and other. Other includes pornography, enterprise quality control, enterprise RFID supply chain management, and social networking.

Social networking promises to grow in the context of consumer markets, but also evolve a distinct, definable market segment going forward.

WebCam markets at \$1.2 billion in 2006 are anticipated to reach \$6.2 billion by 2013.

Companies Profiled

Market Leader

Logitech
Creative Technologies

Market Participants

Axis Technologies Encoders
D-Link
NAVTEQ

Cisco / Linksys
Micron Technology
Stardot Technologies

WebCam Strategies and Forecasts, 2007-2013

REPORT METHODOLOGY

THIS IS THE 305TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

WebCam Market Opportunities, Strategies, and Forecasts, 2007 to 2013

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ABOUT THE PRINCIPAL AUTHORS

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

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