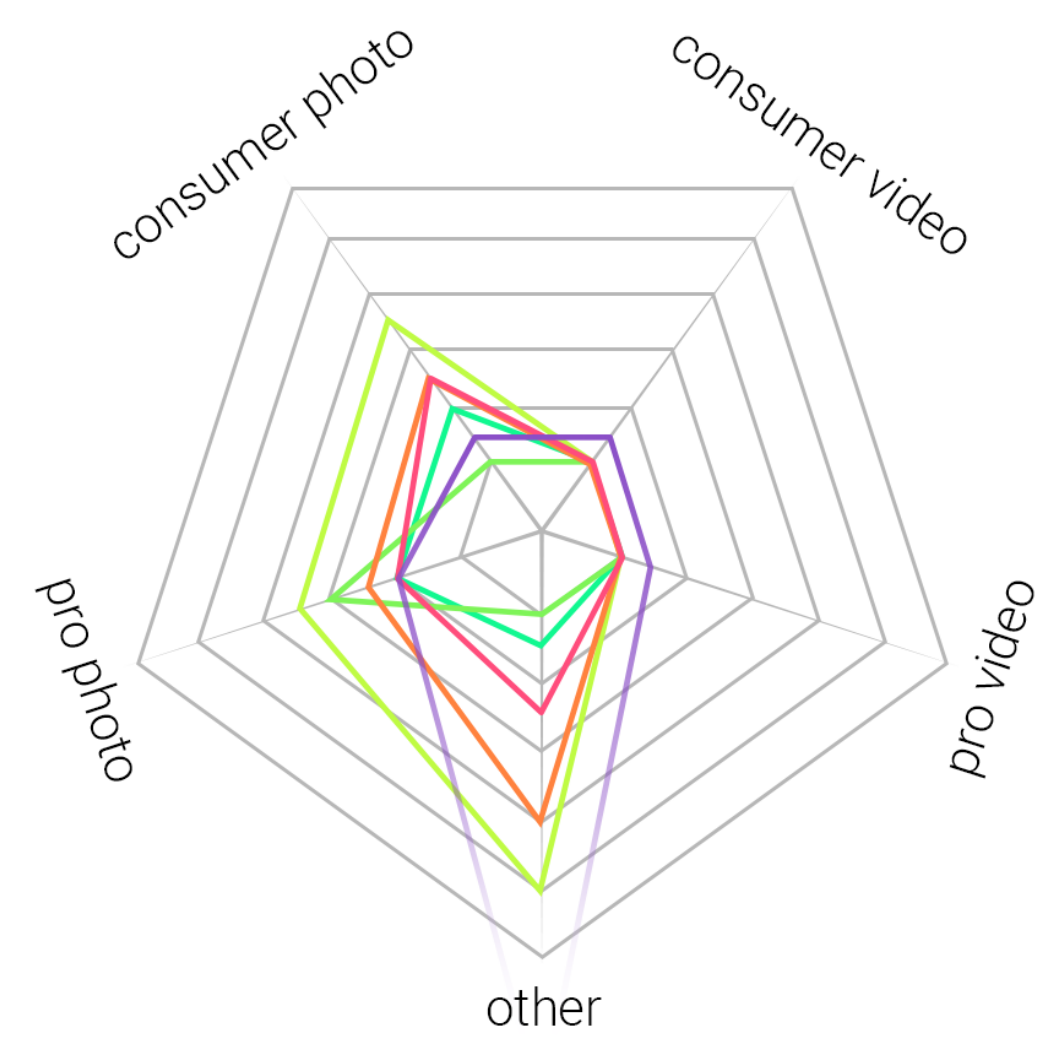
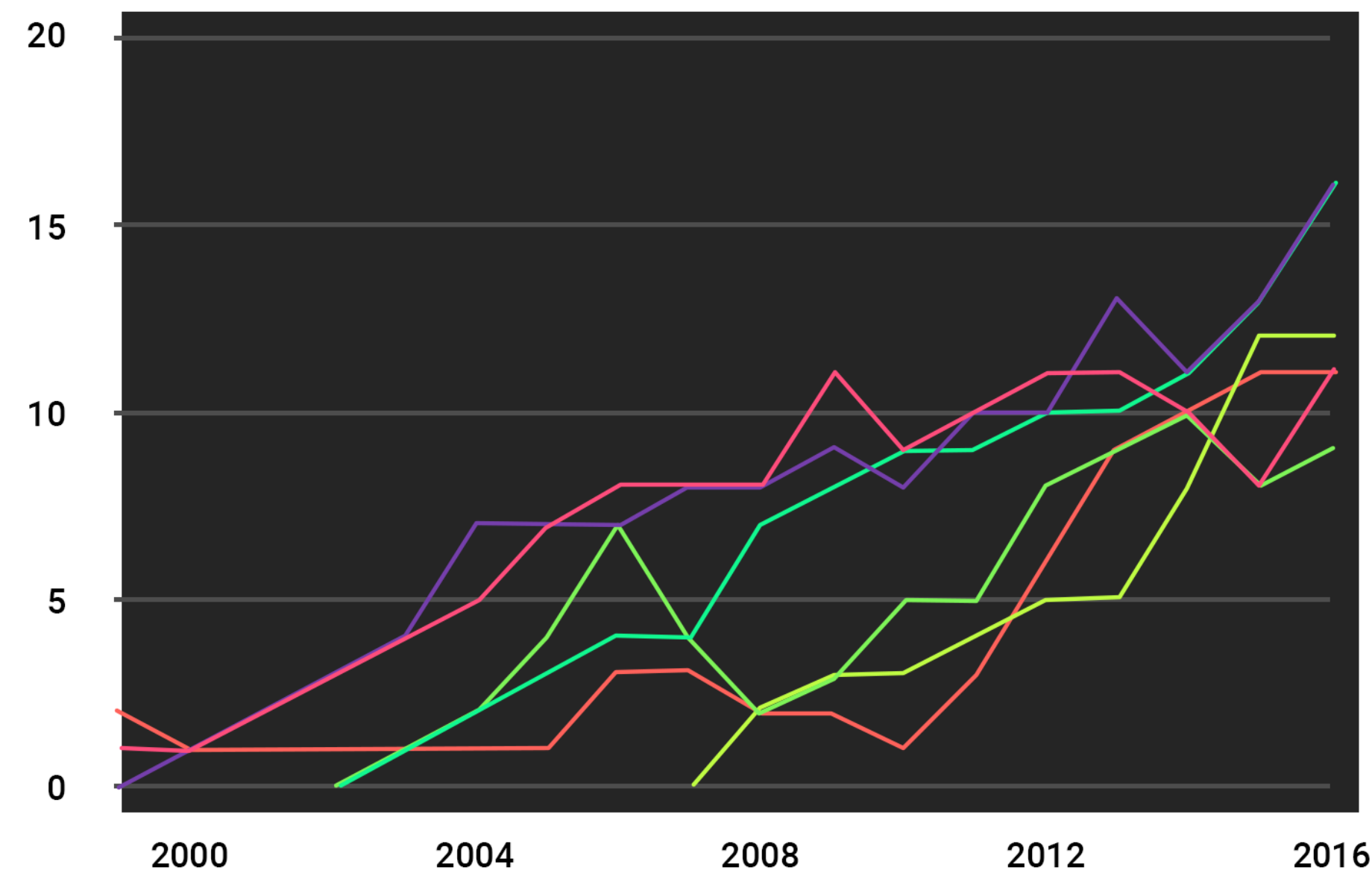


# Number of Models in Production Since 1999



Canon and Olympus currently have the most models in production (16), while Leica has had the fastest growth, and currently have 12 models.



# Mission Statement Word & Phrase Frequency

Word	Freq	Percentage	Phrase	Freq	Percentage
cameras	15	2.5%	products and	4	0.4%
leica	12	2%	digital slr	4	0.4%
products	12	2%	in a	4	0.4%
digital	11	1.8%	pro photographers	4	0.4%
nikon	8	1.3%	digital cameras	3	0.3%
nikons	6	1%	and the	3	0.3%
imaging	6	1%	the result	3	0.3%
professional	6	1%	of the	3	0.3%
quality	6	1%	the highest	3	0.3%
high	5	0.8%	and durability	3	0.3%

## Flickr's Top 5 Most Popular Cameras

- 1) Apple iPhone 6
- 2) Apple iPhone 6s
- 3) Apple iPhone 5s
- 4) Samsung Galaxy S6
- 5) Apple iPhone 6 Plus

## Flickr's Top 10 Most Popular Camera Brands

- 1) Apple
- 2) Samsung
- 3) Canon
- 4) Nikon
- 5) Sony
- 6) Motorola
- 7) HTC
- 8) LG
- 9) Fujifilm
- 10) Panasonic

## Flickr's Top 15 Most Popular DSLRs

- 1) Nikon D7100
- 2) Canon EOS 6D
- 3) Canon EOS 5D III
- 4) Canon EOS 70D
- 5) Canon EOS 7DII
- 6) Canon EOS 7D
- 7) Nikon D750
- 8) Nikon D7000
- 9) Canon EOS 700D
- 10) Canon EOS 60D
- 11) Nikon D3200
- 12) Sony A6000
- 13) Nikon D3300
- 14) Nikon D5100
- 15) Canon EOS 5DII

# Visual Style



**Canon**

**Nikon**

**FUJIFILM**

*Leica*

**PENTAX**

**OLYMPUS**

# Design Traits

## Canon

- Large Size
- Interface mostly digital
- Smooth, curvy styling

## Nikon

- Large Size
- Utilitarian Design
- Adaptability

## Fujifilm

- Large Controls
- Retro Styling
- Compactness

## Leica

- Retro Styling
- Sharp Edges
- Compactness

## Pentax

- Heavy-Duty
- Bright colors
- Bulkiness

## Olympus

- Compactness
- Retro Styling
- Sleek Luxury Aesthetic

# CAMERA BRANDS

Analyzing the brands that made it through the collapse of the film industry.

## Conclusions

With the most popular camera being the iPhone, it demonstrates that there is significant danger in joining the lower & entry-level end of the market. The real advances are being made in the professional and luxury realm. Previously low-end camera brands such as Fujifilm and Olympus are now taking over as they embrace aesthetics and digital connectivity. Brands like Pentax and Leica, which fill a specific niche, are less popular. Leica, however, has embraced the luxury market by leveraging their heritage, and has used that to their advantage, allowing them to fund newer technology to put in their newest generation of cameras.

## Synthesis

With this information, it seems that the best way to go for a new product is to develop a camera and brand that focuses on technological advancement, long-lasting products, a heavy focus on aesthetics, and compactness.