

Mobile Phone Photos as Potential Use Scenario for Bluetooth

In order to determine the potential demand for downloading photos from mobile phones via Bluetooth, and for Bluetooth-enabled printers targeted at photo printing, we asked our Technology Adoption Panel questions about ownership of camera-enabled mobile phones, usage, and printing of photos taken with such phones.

We found that:

- * 73% of camera-enabled mobile phones currently use the camera function.
- * Most of these respondents who currently use the camera function:
 - Are “somewhat” pleased with the quality.
 - Take their photos mostly for personal reasons, but some business.
 - Do not print their photos because of poor quality when printed.
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- * The 24% who do print any of the photos that take, mostly print with their PC by e-mailing from their phone to their PC e-mail account, followed by printing with their PC by downloading the photo to their PC directly from the phone. These respondents primarily use an ink jet printer that they use with their PC at home. The majority of these users only print their photos once per month. Also, the majority of these users would print photos more often if the process was made easier.
- * For those who have never taken photos, they primarily purchased their camera phone for other reasons.
- * For those who have tried taking photos, but no longer take them, the primary reason is that they are unsatisfied with the resolution/photo quality of the photos.

Opportunities for Cordless Stereo Headphones/Headsets

- * 88% of those respondents who listen to digital music stored on a PC, PDA, mobile phone, portable MP3 player, or other device are somewhat, very, or extremely interested in purchasing cordless stereo headsets/headphones.
- * For those 88% of respondents above:
 - The most popular devices that respondents are interested in using with stereo headphone are: desktop PC, notebook PC, mobile phone, and MP3 player.
 - The majority is only willing to spend less than \$75.
 - The majority is willing to accept a listening time battery life of a minimum of 8 hours.
 - Most expect a range of a minimum of 30 feet, but many only expect a minimum of 15 feet.

- * About 90% of those respondents who have a mobile phone and are somewhat to extremely interested in purchasing a cordless stereo headset/headphones are interested in purchasing a cordless stereo headset that can automatically switch to answering their mobile phone when a call comes in, and switch back to the music they were playing after the call.