

EXECUTIVE FORUM

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"The digital picture frame category will continue to be driven by resellers' ability to help customers make an informed purchasing decision. This includes introducing them to the category by having DPFs out of the box, and powered on.

"Retailers should also avoid low-quality, 'old technology DVD chipset' products, which suppliers push solely based on price. These have limited or no built-in memory, inferior electronic components, etc. – and they kill repeat purchases. Consumers who purchase the old technology have a negative experience, and assume all digital photo frames have these limitations. That means they may refrain from purchasing additional products for themselves or as gifts.

"Also, retailers should offer step-up products that feature enhancements to technology, such as PanTouch user in-

terface and WiFi/Bluetooth compatibility. Product enhancements such as wireless functionality and support for MP3 and video file formats will increase in importance as mass market features. And, as ASPs fall in 2009, we will see the rapid migration towards larger DPFs, with a greater inclusion of HD panels, and a much greater percentage of the business being conducted in 4:3 aspect ratio panels."

