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Ted's looking to acquisitions and DSLR for growth

Posted on:02/03/2014

By Martin Kovacs

The DSLR and mirrorless camera categories are among those set to deliver growth in 2014, according to Ted's Cameras CEO Nic Peasley, with consumers now more than ever driven by a desire for premium quality images when making a new camera purchase.

Concurrently, Peasley expects the point and shoot camera category to continue its trend of decline experienced over the past few years.

"While digital still point and shoot cameras remain in volume decline, the growth is still expected in DSLR and in particular mirrorless or compact system cameras," Peasley commented.

"The thirst for the best possible image and people's desire to do more with their images is driving uptake in these categories.

"People are also now buying more lenses than ever as they find more ways to be creative and capture a wider range of images."

Thus far, 2014 has seen a number of strong additions to manufacturers' respective catalogues, reflecting consumers' increasingly niche demands, with mirrorless and DSLR cameras strongly represented.

Peasley noted all key manufacturers are boasting "strong line-ups".

"Canon and Nikon clearly are the market leaders in DSLR, with the top end of the range boosted over the past 12 months with some outstanding products," Peasley stated.

"Sony and Olympus are producing fantastic products in compact system cameras: the OM-D series from Olympus plus the NEX cameras from Sony are the standouts there."

Indeed, among 2014's new releases Olympus has expanded its OM-D line-up to three models with the addition of the entry model OM-D E-M10; Canon has unveiled its EOS 1200D, designed for first-time DSLR owners; and Nikon's next-generation flagship DSLR, the D4S, is slated for a March release.

Supporting its current range and 2014's new releases, Peasley commented Ted's will continue to concentrate its attentions across all social media platforms in 2014, consolidating a move towards digital marketing.

"We remain constant and strong across all social media platforms, with our ClubTed database activity also a key focus for us this year," Peasley commented.

"We have seen a shift from traditional to digital in our mix and this will continue."

As for what else 2014 holds in store, Peasley additionally noted Ted's will be investigating the possibility of acquisitions.

"Potential acquisitions remain on our agenda as we look to strengthen our specialty position," he commented.



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## Breaking News

### Samsung initiates exclusive scheme for UK indies



Posted on:04/07/2014

UK: Samsung has launched the Home Innovation Partners (HIPs) scheme to support UK independents and improve their access to and supply of Samsung home appliance products.

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### Olympus' Tizzone moves onto IDEA board



Posted on:04/07/2014

IDEA Australia (the Imaging & Digital Entertainment Association) has elected Olympus Imaging Australia, General Manager Joe Tizzone as a new Director effective immediately. Tizzone will also assume the position of Vice President, Consumer.

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### Colourful US appliance character passes



Posted on:04/07/2014

US: Oliver L. "Ollie" Fretter, the colorful founder and president of the old Fretter appliance and electronics store chain whose zany commercials endeared him to a generation of US television viewers, died Sunday at his home in Bloomfield Hills. He was 91.

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### Department stores hit hard by spending collapse



Posted on:04/07/2014

A collapse in consumer sentiment following the budget has led to a sharp decline in discretionary spending according to the Australian Bureau of Statistics (ABS). Its figures indicated that retail sales fell by a seasonally adjusted 0.5% in May compared to April, the biggest decline in 13 months, while April's figure was also revised down to a decline of 0.1% , the first fall in 11 months.

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### Extraordinary growth for wearable devices despite recall



Posted on:03/07/2014

Research firm IHS expects annual shipments of all types of wearable electronic devices to reach 56 million units by 2018. In fact, it expects the global market for just the batteries that go into wearable electronics to grow tenfold in four years.

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### Class action against Electrolux dryer-fire settles



Posted on:03/07/2014

US: Electrolux Home Products has agreed to settle a class action lawsuit regarding fires alleged to have started in some models of its clothes dryers. Electrolux denied that the dryers were defective and agreed to the settlement to avoid further litigation.

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### Australia one of the world's most connected countries



Posted on:02/07/2014

A new report from global research consultancy TNS has found Australia is one of the most connected countries in the world, with Australians on average owning 4.8 devices and spending 3.3 hours a day online on personal interests, such as browsing, shopping, and entertainment, compared to 2.2 hours watching TV.

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### Samsung unveils compact Galaxy S5 mini



Posted on:02/07/2014

Samsung has taken the wraps off its Galaxy S5 mini, a compact version of its flagship Galaxy S5 smartphone.

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### July Aussie launch for Nokia Lumia 930 and 635



**Posted on:01/07/2014**

Microsoft Devices is launching its new flagship Nokia Lumia 930 in Australia this month along with its Nokia Lumia 635, both running on the Windows Phone 8.1 operating system.

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