

The New Consumer Rules for Digital Imaging: Meeting the Challenge

Pierre Schaeffer, Eastman Kodak Company (USA)

Abstract

A new set of rules is being defined for the digital imaging market, but not by manufacturers, technologists or developers — they're coming straight from consumers. The message is clear: either meet these evolving needs, or don't participate at all. The imaging industry must shift its focus from what it has known for more than a century — analog-based architecture and workflow — or customers will never benefit from the advantages of digital. Only by developing technology platforms to exploit the digital ecosystem, requiring innovation instead of evolution, can the industry remain relevant and prosperous.

Author Biography

In his capacity as chief marketing officer for Kodak's Consumer Digital Imaging Group, Pierre Schaeffer is responsible for both mapping the system strategy for the division, as well as determining how the company should best interact with millions of consumers around the globe.

Schaeffer's focus on ease of use and picture sharing helped Kodak become a leading force in the consumer digital imaging market. He was instrumental in developing the Kodak EasyShare digital photography system, which has been the industry benchmark for ease of use since its introduction in 2001.

Schaeffer's knowledge spans the world, with past experience as regional business general manager for Kodak's consumer digital business in European, Middle Eastern, African, and Asia-Pacific markets. Before joining Kodak, he spent eight years with Apple Computer. In his last position, he had managed the company's publishing, internet and multimedia division in Europe.

Schaeffer, 42, was named by Brandweek as one of ten "Marketers of the Next Generation" in 2003. In 2004, he was selected as one of Advertising Age's "Marketing 50" top marketers. He holds a masters degree in engineering from the École Supérieure de Physique et Chimie de Paris, and a post-graduate degree in chemical engineering and computing from the University of Paris VI, France. He also attended the Apple MBA program at I.N.S.E.A.D., in Fontainebleau, France.

He is married with three children.