

# Image Scanning Trends™

## IST Highlights

- Quoted in Forbes, Fortune, Wall Street Journal, Time Online, Upside, etc.
- High client retention rate
- Online access to searchable database of reports
- 30 hours of analyst inquiry
- One half day of consulting
- Daily emails of all the latest news

## New for 2004

- Corporate document scanning end user research
- In-depth consumer scanning study
- Focus on higher-margin scanning markets
- Monitor scan function usage of digital copiers
- Distributed capture trends
- Multifunction product impact
- Client Webcast

## 2003 Key Published Deliverables

- Mass Market Scanner Forecast, North America
- Mass Market Scanner End User Survey
- Document Imaging Scanner Forecast and Analysis, North America
- All-In-Ones: The New Low-End Scanner?
- Mass Market Scanner Forecast, Worldwide
- Scanning Road Map
- Trade Show Reviews

## 2004 Planned Deliverables Topics

In addition to our regular core deliverables like forecasts, product and trend analysis, and trade show reviews, the following topics are on the agenda:

- MFPs and their impact on scanning
- Corporate scanning market opportunity
- Resolution and bit depth nearing limits?
- Software as value-add
- Shakeout – who will benefit?
- Profitable segments in a cautious climate
- Digital copier/MFP impact on scanner sales

## Meet the Image Scanning Trends Analysts

Our Image Scanning Trends analysts look forward to seeing you at upcoming trade shows or office visits, and to answering your inquiries. Your subscription is also enriched by deliverables and some inquiry support from the analysts in the Internet Imaging Trends, Digital Photography Trends, and Photo Printing Trends services.



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