

Market Overview: The face of the digital camera owner is changing, according to the Photo Marketing Association's 2004 Review and Forecast. In late 2003, digital cameras officially outsold traditional cameras. By the end of 2004, digital cameras are expected to be found in 42 percent of all households with the typical digital camera user being primarily women and families with young children. For market watchers, consumers are adopting digital cameras much faster than expected. However, what is sorely lacking for these new users are software solutions – ones that truly allow novices to quickly and easily turn one or one hundred photos into entertaining and sophisticated creations for viewing and sharing.

Company Overview: LQ Graphics, Inc. realized the potential growth of the digital photography market and developed software for users to display their photographs in a captivating, creative and cost-effective way. Working with user interface experts, LQ Graphics designed their products to provide features that expert and professional users need while simultaneously presenting an uncluttered interface that novices can understand. Today, Photo to Movie 3.1, an application that turns digital photographs into customized slide show movies, has sold briskly, building a dedicated following of users.

Availability: Macintosh download and box versions of Photo to Movie 3.1 from <http://lqgraphics.com>.
Motion Pictures™ bundled with Roxio's Toast Titanium 6.

Founded: July 2002

Ownership: Privately held and funded.

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