

<http://www.pocket-lint.com/news/11201/hp-stops-production-digital-cameras>

HP to stop producing digital cameras

Will focus on "Print 2.0" instead

by Amy-Mae Elliott published on 8 November 2007

Hewlett Packard has announced it is to stop making digital cameras and will instead focus its efforts on what its termed "Print 2.0". The company said in a statement:

"HP today announced that it will seek an alternative business model for its HP-branded cameras and shift resources toward its Print 2.0 growth initiatives."

There will still be HP digital cameras on the market, but these will be bought and badged offerings:

"HP is currently working to identify an original equipment manufacturer (OEM) partner that would be licensed to design, source and distribute digital cameras under the HP brand."

The "Print 2.0" that HP refers to is its strategy for a next-gen digital printing platform that makes it easier to print from the web - in a nutshell.

