

top tips



for your precious moments

Pentax's 'toptips' website has been created to provide practical advice and guidance to those who are looking to get the most from photography. Pentax sought to create this educational resource after research demonstrated that a high proportion of people in the UK feel that they struggle with photography and, as a consequence, fail to capture those moments that they would want to cherish forever. The online tip guides are downloadable and can easily be printed to provide you with an easy-to-use and accessible resource for taking better photographs. Below is an outline of the main findings of the research.

Britain's Lost Memories

Research Shows That Although Photography Is As Popular As Ever, One In Five People Fail To Capture Key Moments In Life Because They Fundamentally Struggle With Photography

Research commissioned by Pentax has shown that even though the popularity of photography is as healthy as ever – 90% of the population have access to a camera - over one in five people in this group (22%) admit to missing key moments in life due to inadequacies in knowledge or technique. Worryingly, 16% of those who take photographs claim that they did not know how to fully use their cameras.

The research, commissioned by Pentax for the launch of its 'top-tips' website, sought to discover levels of competency in British photography. As nine in ten people actively use cameras, the findings suggest a high number of photographs are being wasted or do not best reflect the cherished moments they were meant to capture - principally because consumers do not know how to best use their cameras or cope with environmental conditions.

Of those who admitted to failing to capture life's key moments through photography, the following reasons were given:

- 73% did not know how to use their camera to its potential
- 64% struggled to adapt to environmental and light conditions
- 58% did not know when to take a great photograph
- 53% found framing their subjects problematic
- 49% admitted they were susceptible to accidents such as finger over lens, blinking etc.

"Photography is the principal means by which we record our lives and yet a relatively high percentage of people feel they are failing in this area. Many of us feel the need to record and document life's key moments and experiences, whether this is our children's first steps, university graduation or wedding. These moments are to be treasured and it is a great shame that not everyone is getting the most from photography", comments Brian Light, Director and General Manager of Pentax UK Limited.

By sticking to a few simple 'golden rules' consumers can vastly improve the quality of their photographs. In order to help people improve their core skills, Pentax has produced a series of "top tip" guides that give practical advice on how to overcome the problems people experience when taking photographs. The guides can be accessed by visiting: www.pentax.co.uk/toptips

The research also showed that women consider themselves just as competent as men when it comes to photography and that, interestingly, the older you get, the more comfortable you feel with photography. Where as one in four people in aged between 35 and 44 felt they missed precious moments in life, just over one in ten over 65's felt the same. This may indicate that those who have been brought up on manual film cameras may have a better mastery of the basics of photography than those who are used to 'automatic' functionality.

The study also indicates that 96% of adults living in households with young children (aged up to 5 years) have access to a camera, as opposed to just 87% of those adults living in childless households. However, of those with young children, one in four believe that are failing to fully capture the development of that household's children due to deficiencies in their skills or knowledge.