

## Digital Cameras - A beginner's guide from Chief Photographer of Sourcingmap

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HongKong, 12th June, 2007 (sourcingmap.com) With the rapid development of technology, digital products, especially Digital Camera, which are all kinds of functional renovation, it is definitely difficult to adapt to consumers, and are confusing to a lot of new users. So, it is very important to guide and help consumers rationally choosing reasonable digital products. "I hope to try to give digital beginners at least some basis to use in deciding which digital camera is appropriate for them" Mr David, Chief Photographer of Sourcingmap said.

When shopping for a digital camera, it's at least good to know what the basic terms like pixel, ppi and dpi mean and how they affect image and print quality. It's also important to know the difference between things like optical zoom and digital zoom as well as the advantages and disadvantages between storage formats such as Compact Flash (CF), Microdrives, Sony Memory Stick, Secure Digital (SD), Multimedia and camera interface technologies.

**Pixel Count**---One of the main ways that manufacturers categorize their digital cameras is in terms of pixel count. Today this number varies between 1 million (1 Megapixel) to around 14 million (14 Megapixels). Currently most popular consumer digital cameras have between 2MP and 5MP. A 3MP camera can make excellent 4"x6" prints and very good 5"x7" prints. If you intend to make lots of 8"x10" prints, then perhaps a 4MP or 5MP camera would be a better choice. Sometimes two numbers are given, total pixels and effective pixels. Total pixels count every pixel on the sensor surface. Usually the very edge pixels aren't used in the final image. Effective pixels are the number of pixels actually used in the image after the edge pixels have been dropped.

### Aspect Ratio

The aspect ratio of a camera is the ratio of the length of the sides of the images. For example, a traditional 35mm film frame is approximately 36mm wide and 24mm HIGH. This has an aspect ratio of 36:24, which can equally well be expressed as 3:2. Some digicams use the same aspect ratio for their digital images.

### Sensor Size

The size of the digital sensor element (which is equivalent to the size of the negative for film cameras) is pretty small in all consumer digicams - typically around the size of a fingernail (and a small fingernail at that!). The "name" of the sensor is based on specification for old TV tubes used in the 1950s. Nobody is quite sure why it's being used for modern digital sensors since the "sizes" don't really relate in any consistent way to the actual physical size of the sensor. However these names are widely used, so it's best to know what they are. They are often listed in digital camera spec sheets.

### Sensitivity

Sensitivity settings on digital cameras are the equivalent of ISO ratings on film. Just about every digital camera will have settings with a sensitivity equivalent to ISO 100 film and ISO 200 film. Many will have an ISO 400 setting, but above that the images from cameras with small sensors gets pretty noisy.

In addition, the purchase and use of digital products, continuous learning and lessons are also very important. Finally, Mr David recommended this type of camera, which have a certain comparability regardless of the performance and price,

"Maxima" 2.0 inch LTPS TFT 3.0 Mega Flash Zoom Wide-angle Digital Camera Wide-Angle – Black, is a new products launched by Sourcingmap.com this summer.

SourcingMap offers online purchase of the latest products, at wholesale prices and in small quantities, directly from factories in China. Member factories specialize in MP3 and MP4 players, Digital Cameras, Cell Phone Accessories, Computer Accessories, Costume Jewelry, Radio Control Toys, and various electronics and gadgets.

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Name: Sourcingmap Company Ltd.

Address: Sourcingmap Company Ltd. Unit B, 2/F High Fashion Centre 1-11 KWAI HEI STREET, KWAI FONG, N.T .  
HongKong

phone: 00852-24899331

Fax: 00852-24892487

Email: [ivy@ux168.cn](mailto:ivy@ux168.cn)

[www.sourcingmap.com](http://www.sourcingmap.com)

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