

Digital Imaging - Consumer Buying Guide

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Digital Cameras

How To Choose The Camera That's Right For You

Thinking of getting a new digital camera but aren't sure how to pick one that's right for you? Here is a list of the most important things to know about digital cameras. Once you know this, you can quickly and easily compare different brands and models and choose one that fits your lifestyle.

What's Important	Why															
1. Megapixels Why are megapixels important? How many are enough for you?	The number of megapixels you need depends on what you will do with images and how you will share them. Higher megapixels require a more expensive sensor, which is the most expensive component in the camera. Generally, the more megapixels a camera has, the higher the price.															
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4. Speed What's shutter lag? Is it an issue for the kinds of pictures I'm going to take?	Shutter lag is the delay that occurs between the time you press the "capture" button on a digital camera and when the picture is actually taken. If you're photographing sports or quick action events, shutter lag may cause you to capture the moment after the one you really wanted to capture. So be sure to try out the camera speed before you buy it so that you capture the moment, not the moment after.																																																							
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*Source: CEA Market Research 2004