Title: PROVIDING DIGITAL PHOTOGRAPHY SERVICES IN COMBINATION WITH A DIGITAL CAMERA

Abstract: A system (1) for offering digital photography services in combination with a single-use digital camera comprises a provider (2) and a distribution system (3). The cameras (400, 410, 420, 430) are offered and provided by the provider (2) in a combination (40, 41, 42, 43) with digital processing services for processing digital pictures and/or a product, e.g., a printout of the photographs, a photo book, a recording medium such as DVD, CD with print data of the photographs.
Providing digital photography services in combination with a digital camera

The application refers to a method and system of providing digital photography services to a user, wherein the digital photography services include at least one of digital photography processing services and a product based on the photographs taken by the user and returned to the provider.

Conventional single-use or disposable cameras have been available in the market for quite a long time. The cameras may be sold in any kind of shop or outlet location.

They are simply constructed, comprise simple components and are relatively cheap. Usually, single-use or disposable cameras are box cameras with a roll of film installed. Most of them use focus free lenses. Usually they have an inbuilt flash light.

Often they are distributed and used at particular occasions such as celebrations or weddings. There are also cameras available having a watertight housing. They may be used under water for underwater photography while snorkeling or diving. The cameras are particularly popular in situations where a reusable camera would be easily stolen or damaged.

After taking a predetermined number of photographs the whole camera is sent to a laboratory for processing, i.e. for developing the film and producing photographs. Because the film cannot be changed the housing is opened in the laboratory. After developing the film the photographs are sent back to the user. The opened cameras are usually disposed, only some of them are recycled, i.e. refilled with film and resold.

However, although the cameras are cheap and handling is easy, there are some serious drawbacks. Due to the use of cheap components, the quality of the photographs is not satisfactory. Furthermore, environmental aspects are not considered in this system as the camera consists of different materials which may not be separated easily. Moreover, users may want to have more flexibility with respect to the products they obtain and more influence on the design of the product.
It is an object of the invention to solve these problems, namely, to increase the quality of single-use cameras, to consider environmental aspects, and to provide customized products.

SUMMARY OF THE INVENTION

A method of providing digital photography services to a user according to the invention comprises a provider offering in combination a. a digital camera or digital camcorder for taking photographs or film sequences during a single-use phase; and b. at least one of digital photography processing services and a product based on the photographs taken by the user and returned to the provider.

The price for an offer (package) substantially corresponds to the price of the services/products included in the offer. However, the services/products included in the offer may only be claimed after returning the camera or camcorder to the provider. Thus the price paid for the package before claiming the services/products included in the offer is a deposit for the camera. Therefore, there is a high incentive to return the camera to the provider after a single-use phase. Substantially, the camera is left to the user free of charge (or for a certain amount for renting the camera) for a single-use range. The provider "lends" the camera to the user when selling the package upon a deposit which is the price for the services. It is a feature of the invention that the provider does not make a loss even when the user keeps the camera, hacks the camera etc. The value of the camera/camcorder and the value of the services/products substantially correspond. Small variations of the price, e.g. for compensating for administrational cost, additional charge for risk of having to repair or replace cameras, etc., are within the scope of the invention. However, the user has the feeling that he does not pay at all for the camera, but only for the services which he converts in exchange for the camera after his/her particular single-use phase.

Another aspect of the invention is that the provider of the camera/camcorder is also the provider of the services/products acquired together with the camera/camcorder. In conventional systems a disposable camera could be sent to any laboratory for developing the film. The laboratory charged extra for their services. In the present invention selling the package is providing a camera on a loan basis and selling digital photography services like printing books including the photographs. All the steps are carried out and administered by the same provider. I. e. the system and method are a closed circuit. A single-use cycle system and method are provided, wherein the cameras circulate to be used during single-use cycles. The plurality of cameras is circulated in the closed circuit. Namely, a first part of the plurality of cameras is distributed among another plurality of users taking photos in their particular single-use phase. Another part of the plurality of cameras has been returned from users to the provider for producing selected items or for carrying out selected services. Another part of the plurality of cameras has been reset for another single-use phase and is offered in a shop or in any other sales location to
customers who are interested in acquiring the package of camera and other products/services. In the closed circuit there is just a single payment transaction, namely when the user buys the package.

Furthermore, the method combines services and advantages of single-use cameras and digital photography services (e. g. ordering a photobook) in a very simple manner. A user may make a decision about the product when buying the package (e. g. when there is a choice of different packages for different services), he/she may make a decision when returning the camera to the provider by filling in an order form, or after retrieving (and selecting/processing) the data in the provider's access area in a global network.

It is preferred that the single-use phase is defined by a restriction of the number of photographs to be taken with the camera or the exposure time for film sequences to be taken with the camcorder. The digital camera or the digital camcorder has a limited capacity of exposures and recording time, respectively, during a single-use phase. The camera is a single-use camera or a reusable camera having a limited number of exposures to be taken during a single-use stage or a limited recording time for film sequences to be taken during a single-use stage. In another embodiment of the invention the capacity of the camera/camcorder may be limited by the charge state of the power source, e. g. the accumulator, battery, rechargeable battery, etc. As long as the power source is charged, exposures and films may be taken. If the charge state is "empty" the camera has to be returned because the camera is configured that the user is not enabled to re-charge the power source or change the battery. E. g. the battery may be integrated within the housing of the camera without access for the user. The power source and the other technical components are encapsulated in the housing. In another embodiment of the invention a set of power sources that are particularly suitable and fitting in the camera may be provided at the time of acquiring the camera.

Furthermore, it is preferred that all the cameras circulating in the closed circuit of the system/method according to the invention include an ID chip (e. g. RFID chip) or any other identification device such that the pictures taken and returned to the provider by a particular user can be unambiguously attributed to the user. As pictures may be considered very private and personal it is important to avoid any confusion of users and picture sets. An ID chip which is connected with the camera allows identifying a set of image data when the camera is returned to the provider until the product is sent to the user. The system may be configured such that an order form filled in by a user (or any personal data, e. g. name, address, etc., provided by the user) comprises a first code and the ID chip comprises the same or another code which is attributed to the first code. Thus customer/user data and a camera returned by this particular customer/user may always be attributed to the personal data of the user although during the technical process the camera is separated from the order form or from the data provided by the user.
In a preferred embodiment of the invention the digital camera or the digital camcorder is a multi-use camera and a multi-use camcorder, respectively, which may be used in several subsequent single-use stages/phases, i.e. in several subsequent cycles of single-use application. Thus the quality of the components may be improved compared with disposable cameras. Furthermore, an improvement is achieved by digital technology and processing. Furthermore, "recycling" is very easy because it is accomplished by simply providing memory space for the next single-use stage. This can be done by deleting data from a memory or by resetting the camera.

It is preferred that the digital camera or the digital camcorder comprises a blocking for preventing users from transferring data from a memory of the camera and camcorder, respectively, to an external memory.

It is furthermore preferred that the blocking comprises a non-detachable mechanical blocking preventing access to a link or an interface of the camera and camcorder, respectively, or a software solution preventing transferring usable data from the camera and camcorder, respectively, to an external memory.

A software solution may be implemented in the logical circuit of the camera. It may deny user access to the internal memory of the camera or it may encode exposure data stored in the internal memory of the camera. Only the provider may be able to deactivate the blocking or to decode the data.

A hardware solution may comprise a mechanical blocking of a link or an interface provided in the camera. Whereas the internal memory of the camera is blocked against access by the user, the provider may have a "key" to unlock the download functionality. For example, the "key" may be a tool for breaking or opening the housing of the camera in order to obtain access to the memory card, a link, an interface, etc. However, the housing may just be an encapsulation which may be opened by applying force, or by applying a special tool for opening e.g. screws or bolts to open the housing. Another possibility is that the housing is destroyed by the provider in order to be able to access the memory and the housing is replaced for the next single-use stage. I.e. the housing is a single-use housing, whereas the other (or most other) components of the camera are multi-use components.

In another preferred embodiment of the invention, the method includes providing in said combination a voucher for claiming said photography processing services and said product.
It is preferred that the product based on the photographs taken is provided as data stored on a recording medium such as a DVD, a CD or online in a print format. Or the product may be printed matter, e.g., a photobook, an album, etc.

The digital camera and the digital camcorder, respectively, may be offered in a receptacle or together with a receptacle for receiving the digital camera and digital camcorder, respectively, after termination of the single-use phase, and returning it to the provider. After having taken pictures the user may return the camera to the provider. The receptacle may comprise a field, e.g., including a stamp, indicating that the correct postage has been paid (included in the purchase price for the offer).

Payment of the combination may be effected at the time or before the time of handing over the camera and camcorder, respectively, to the user. So the user does not pay for the camera directly, but for the services/products included in the offer. The purchase price (or a portion thereof) is used as a deposit for the camera until it is returned to the provider. i.e., the user has to return the camera or camcorder before claiming digital photography processing services and a product included in the offer.

The camera may have a functionality of taking photographs and film sequences. The offer may be adapted to this functionality by providing a camera which is configured for recording a combination of pictures and film sequences until a predetermined capacity limit has been reached.

It is preferred that the provider provides in said combination a set (plurality) of a single-use digital cameras or a set (plurality) of a single-use digital camcorders.

The package may be provided in any suitable location, e.g., in travel agents’ shops, near sights, in amusement locations like amusement parks, in dining locations, whenever the customer does not have his own camera at hand or does not want to use his own expensive or valuable digital camera, but still wants to have pictures of high quality. This is facilitated by the invention.

The method may include providing in a network an access area for enabling the user to retrieve exposure data returned to the provider upon input of a user code. The user may access a global network such as the internet and log in an area provided by the provider. From there he/she may retrieve pictures. The user code may be included in the offered combination, i.e., it may be provided when the user acquires the package.

A system of providing digital photography services to a user, comprising a provider offering in combination a. a digital camera or digital camcorder for taking photographs or film sequences during a single-use phase; and b. at least one of digital photography processing services and a product based on
the photographs taken by the user and returned to the provider; wherein the provider has a camera
distribution unit for distributing cameras in a distribution system, a receiving unit for receiving
cameras returned by the users, a processing unit for processing exposure data provided by the users,
and a memory for storing exposure data.

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The offer may include a link for providing to a user access to a particular area of said memory upon
entering an access code.

BRIEF DESCRIPTION OF THE DRAWINGS

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For a better understanding of the invention reference will now be made to the accompanying drawings.

Figure 1 illustrates a schematic view of a system according to the invention; and
Figure 2 illustrates a flow chart showing a method according to the invention.

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DETAILED DESCRIPTION

Figure 1 shows a schematic view of a system 1 for offering digital photography services in
combination with a single-use digital camera according to the invention. The system 1 comprises a
provider 2, and a distribution system 3.

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The provider 2 has various functional units or departments 20, 21, 22. A camera distribution unit 20
distributes digital cameras and/or digital camcorders 400, 410, 420 to a distribution system 3. A
receiving unit 21 receives cameras returned by a user 5 to the provider, e.g. by post. A processing unit
25 22 (including a central memory 220) processes image data taken and provided by the users 5 by
returning the cameras to the provider 2.

According to the invention the cameras 400, 410, 420, 430 are offered and provided by the provider 2
in a combination 40, 41, 42, 43 with digital processing services for processing digital pictures and/or a
product, e.g. a printout of the photographs, a photobook, a recording medium such as DVD, CD with
print data of the photographs. The product may also be a downloadable print version of the
photographs. Thus the offer is a package 40, 41, 42, 43 of a camera/camcorder (or a set of
cameras/camcorders) 400, 410, 420, 430 with a claim for additional goods/services. The services and
products included in the offer are schematically indicated by vouchers 401, 411, 421 and 431 included
30 in each of the packages 40, 41, 42, 43 which entitle the user to claim the services/products included in
the offer.
The cameras 400, 410, 420, 430 included in the packages 40, 41, 42, 43 are single-use cameras or camcorders in the sense that "single-use" refers to single use for a user in a particular single-use phase. Because the number of pictures to be taken by a camera 400, 410, 420, 430 or the time for taking film sequences with a camcorder of a package 40, 41, 42, 43 is limited. And it is not possible for a user to download or transfer exposures stored on a memory card of a camera/camcorder to an external memory as with conventional multi-use cameras. This does not mean that the cameras or camcorders 400, 410, 420, 430 are disposable. It is preferred that the cameras or camcorders 400, 410, 420, 430 are multi-use devices. They are, however, configured for repeatable single-use phase application. As soon as a single-use phase is terminated, i.e. the memory capacity has been used and there is no more memory capacity available, the camera has to be reset in order to be used in a next single-use phase. Only the provider is enabled and entitled to transfer data from the camera to an external memory and to reset the camera.

Furthermore, a return receptacle, e.g. an envelope, bag, pouch, or case 401, 411, 421, 431 may be included in the package 40, 41, 42, 43 to receive the camera after use, and to return it to the provider. The receptacle 401, 411, 421, 431 may include the postage for returning the receptacle 401, 411, 421, 431 from a user to the provider.

The distribution system 3 has a plurality of shops 30, 31, 32. The shops 30, 31, 32 (including various sales or distribution outlets) sell the packages 40, 41, 42, 43. The price for a package 40, 41, 42, 43 corresponds to the price of the services/products included in the offer. However, the services/products included in the offer may only be claimed after returning the camera or camcorder 400, 410, 420, 430 to the provider. Thus the price paid for the package before claiming the services/products included in the offer is a deposit for the camera. Therefore, there is a high incentive to return the camera to the provider after a single-use phase. Substantially, the camera is left to the user free of charge (or for a certain amount for renting the camera) for a single-use range. The provider lends the camera to the user when selling the package 40, 41, 42, 43.

Instead of shops or in addition to shops vending machines may be included in the system where the user can buy cameras or camcorders. The cameras may be sold with a choice of different products. E.g. the camera may be bought in connection with a photobook, a photo album, a T-shirt, a cup or any other item including an illustration of one or a plurality of photos taken with the camera. There may be the possibility, however, to select the kind of service/product later.

Figure 2 illustrates the method of providing digital photography services and products to a user according to the invention.
In a first step S1 a provider provides, e.g. to a shop, packages including at least one digital camera and/or digital camcorder, and digital photography services and/or the right to order digital photography products after returning the camera. A voucher may be provided together with the camera, either in written form or as a code. As described above the cameras and camcorders, respectively, included in the package have limitations with respect to the capacity and with respect to the transfer of data from the internal memory card of the camera to an external memory. In other words, the transfer is blocked for the user, only the provider has a "key" to transfer data and to reset the camera for another single-use phase.

In a step S2 a package is sold to a user. The user pays the package in the shop, e.g. in cash or by credit card. The payment is simultaneously a deposit for the camera/camcorder and the purchase price for the services/products included in the package. Because the services/products are only provided after the camera has been returned to the provider, the payment is a deposit during the single-use phase and a purchase price after returning the camera to the provider. Thus high quality components may be used for the camera resulting in high quality of the exposures.

In a next step S3 the user sends the camera back to the provider after having taken pictures during the single-use phase. The provider receives the camera from the user.

In a step S4 the provider transfers the data relating to the exposures taken by the user from the internal memory card of the camera to an external memory. Because the internal memory of the camera is blocked against access by the user, the provider has a "key" to unlock the download functionality. The key may be any means to retrieve usable data from the memory. For example, the "key" may be a tool for breaking or opening the housing of the camera in order to obtain access to the memory card, a link, an interface, etc. The key may also be a code, e.g. for opening a cover part of the housing, for releasing a link or interface, or for decoding (encoded) data downloaded from the internal memory of the camera.

If image data are stored as encoded data in the memory of the camera, a further advantage is that in case of loss of the camera there is no risk that the images may be seen by uninvolved persons.

In step S5 the data are processed by the provider. For example, the provider may generate data of the photographs and send them to the user on a CD or DVD in a printable format, e.g. as a collection of photographs in a (virtual) book. Or the data may be processed and a corresponding product, e.g. printed matter (hardware), a photobook or photo album may be provided and sent to the user.
In an alternative embodiment of the invention, additional steps S41 and S42 may be included. In step S41, after step S4, the provider may provide the stored data to the user, e.g. by presenting the pictures in a protected area of a memory. The user may, via internet, by inputting a code which he may have received when buying the package, enter the protected area. Then he/she may select pictures to be processed, select a format or product he/she would like to order, and make a corresponding order. Furthermore, the user may be enabled to pre-process the pictures, e.g. determine the size and arrangement in a photobook.

In step S42 the user releases a data set and gives an order.

Then the method proceeds to step S5. The released data are processed by the provider and/or selected products are produced.
CLAIMS

1. A method of providing digital photography services to a user, comprising a provider offering in combination
5 a. a digital camera or digital camcorder for taking photographs or film sequences during a single-use phase; and
b. at least one of digital photography processing services and a product based on the photographs taken by the user and returned to the provider.

2. The method of claim 1, wherein said single-use phase is defined by a restriction of the number of photographs to be taken with the camera or the exposure time for film sequences to be taken with the camcorder.

3. The method of claim 1, wherein said digital camera or said digital camcorder is a multi-use camera and a multi-use camcorder, respectively, which may be used in several subsequent single-use phases.

4. The method of claim 1, wherein said digital camera or said digital camcorder comprises a blocking for preventing users from transferring data from a memory of the camera and camcorder, respectively, to an external memory.

5. The method of claim 4, wherein said blocking comprises a non-detachable mechanical blocking preventing access to a link or an interface of the camera and camcorder, respectively, or a software solution preventing transferring usable data from the camera and camcorder, respectively, to an external memory.

5. The method of claim 1, wherein said method includes providing in said combination a voucher for claiming said photography processing services and said product.

6. The method of claim 1, wherein said product based on the photographs taken is provided as data stored on a recording medium such as a DVD, a CD or online in a print format.

7. The method of claim 1, wherein said product is printed matter.

8. The method of claim 1, wherein said digital camera and said digital camcorder, respectively, is offered in a receptacle or together with a receptacle for receiving the digital camera and digital camcorder, respectively, after termination of the single-use phase, and returning it to the provider.
9. The method of claim 1, wherein payment of said combination is effected at the time or before the
time of handing over the camera and camcorder, respectively, to the user.

10. The method of claim 1, wherein the user has to return the camera or camcorder before claiming
digital photography processing services and a product included in said offer.

11. The method of claim 1, wherein said camera has a functionality of taking photographs and film sequences.

12. The method of claim 1, wherein said provider provides in said combination a set of a single-use
digital cameras or a set of a single-use digital camcorders.

13. The method of claim 1, wherein said method includes providing in a network an access area for enabling the user to retrieve exposure data returned to the provider upon input of a user code.

14. The method of claim 13, wherein said user code is included in said offered combination.

15. A system of providing digital photography services to a user, comprising a provider offering in combination
a. a digital camera or digital camcorder for taking photographs or film sequences during a single-use phase; and
b. at least one of digital photography processing services and a product based on the photographs taken by the user and returned to the provider;
wherein the provider has a camera distribution unit for distributing cameras in a distribution system, a receiving unit for receiving cameras returned by the users, a processing unit for processing exposure data provided by the users, and a memory for storing exposure data.

16. The system of claim 15, wherein said offer includes a link for providing to a user access to a particular area of said memory upon entering an access code.
Providing packages of a digital camera and digital photography services to a shop

Selling a package to a user

Receiving a camera from the user

Transferring data from the camera / to an external memory

Providing access to the stored data

Processing data / producing product

Receiving order

Fig. 2
**INTERNATIONAL SEARCH REPORT**

International application No
PCT/EP2011/063992

**A. CLASSIFICATION OF SUBJECT MATTER**
INV. H04N1/Q0

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)
H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

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Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:
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**Date of the actual completion of the international search**
25 October 2011

**Date of mailing of the international search report**
02/11/2011

Name and mailing address of the ISA/
European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016

Authorized officer
Roche, Nicolas
### DOCUMENTS CONSIDERED TO BE RELEVANT

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