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## Impact of Mobile Phones on Camera: A Review of New Era of Photographic Outbreak on Industry and Mankind

*Nitin Kumar Mengi*

Assistant Professor

University Institute of Media Studies

Chandigarh University, Gharuan

Mohali – Punjab, India

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### Abstract

In the world where unrealistic culture is more in trend, people upload each and every happening in their day to day lives. These days pictures replaced the individuals expressions to express the thoughts. Whatever we eat or drink, wherever we go, family selfies, whosoever joins us is all on digital platforms. Even the big Industries of Modern Media, also do's the same reason is simple, the impact of camera to society on daily basis. The another reason for this is the developments happened in mobile phone technology in last 20 Years The researcher will study the impact of Cameras in evolution of new era in smart phones. To accomplish the research, qualitative analysis method and observatory approach will be used. The sample size will be of 8 Mobiles manufacturing companies & their developments in Mobile Cameras.

### Introduction

Photography invented in 1826. The journey from then to modern era it's having a splendid legacy. Surely there was lot of struggles earlier due to some mechanical reasons but as technology develops camera itself created new directions in this. Developments in mobile cameras popularity is live example that how photography made an impact of social life of our society throughout its journey which is still going on. A Photograph is story itself. Through Visual communication. photography also made impact on societies social issues. So many photo stories & photographs published to create awareness for different aspects of societies. Example can take from so many historical events in which photographs plays an epic role in it.

Mobile phone ; Mobile Phone is a portable device which is accessed by a wireless radio system. Its working with a plate included chip inside which helps to read the frequency without having any physical network of any connection. It wasn't having that much easy with the development of technology too at it takes almost more than 100 years when *Alexander Graham Bell* invented

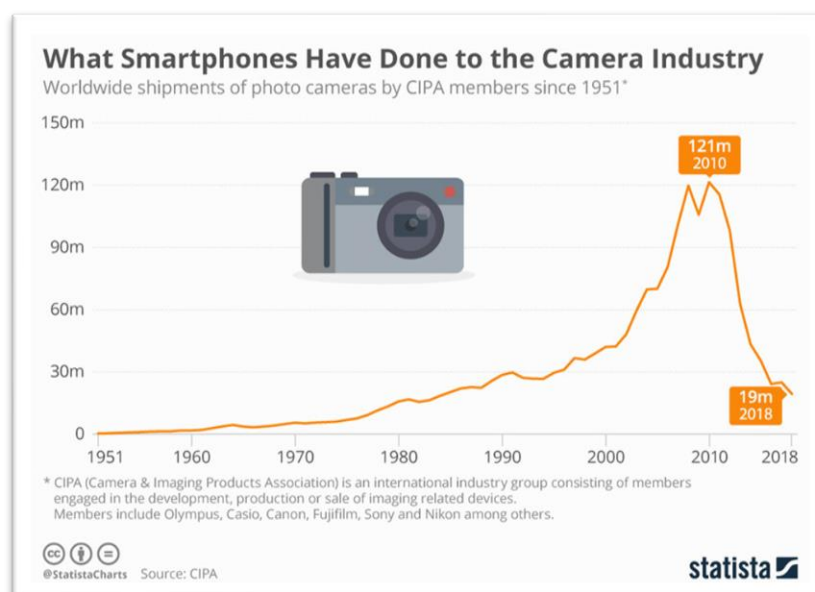
telephone in 1876 from then the developments in technology takes place and World first portable mobile device comes up from a company famous for making electronic devices named Motorola in 1983. The model name was *Motorola dynatac 8000X*. it was a simple portable device. Moreover it wasn't easy for a common man to purchase it. One can understand as it costs almost 4100USD at that time as it represents the status symbol of that era.

### Camera & Mobile Phones

There is no doubt in that mobile phones are pretend as a Status symbol from its origin, it continues its legacy of being a status symbol even after 37 years of its invention. How can you think of mobile phone without having a camera these days. Simply , today a illiterate person is having a mobile phone with a camera to get pictures. even more than that. the term which is taking mobile phones to next level is Smart Phone. which is having multiple applications it & Camera is one of them or one can says that the camera as major application. There is no doubt that Camera in mobile takes it to the next level. A revolution takes place in the manufacturing of mobile phones with a super class camera in it. It actually replaces the compact series of Cameras in consumer market, the era of Coolpix , Sony cyber shot , Fuzi digi Cams. which comes up for instant but normal photography or photography for hobbyist which might not able to buy a expensive DSLR Camera. there are numbers of studies which shows that mobile phone photography devastated the Camera Industry.

### Review of Literature

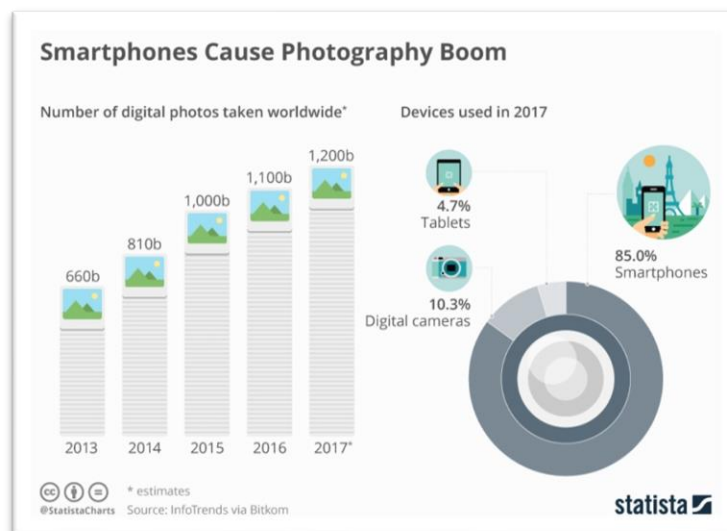
A report of Weforum shows that how mobile phone photography smashed the compact cameras industry by lowdown the 84% mark in only span of 9 years. The casual photographers just denied to buy the compact series cameras which comes with inbuilt lenses with optical zoom , memory card & inbuilt flash in it. same features they are finding very easily in smart phones too. where this reports shows the negative impact of smart phone photography but one cannot denies the fact that on the other side smart phones develop so many features just because the development of cameras in a portable handset.



An Article published by Mark Myerson is another examples that how mobile phones changes the profession of photography in last decade. it's clearly

mention in the report of author that these days , one need not to carry DSLRs all the to get images even these days images we are getting from mobile phones is also getting compared with professional cameras. The article represents the thought of the researcher that the mobile phone cameras has actually built an confident in today's average person to click a beautiful landscape with a help of a thumb and application to beautify it.

How camera phones booms the digital photography industry this can well taken from report came in 2017 from a Data Journalist Felix Ritcher. his published report on statista.com gives a clear picture that why Mobile Phone Photography dominates the Industry & creates new aspects in this creative field. People needs pictures to authenticate the story in their subconscious mind. Report suggest that in 2017 almost 8 billion of population of this world took almost 1.2 trillion digital images in a single year , most in a history of mankind. the estimates was suggested by Info trends. The simple reason is that billions of peoples carrying a device which is giving you an opportunity to click an digital image which wasn't possible earlier due to heavy mechanical & technical issues with Camera's. Award winning very famous photographer chaes Jarvis once quoted that " the Best camera is one you are having is the one is with you all the time " this is true & might be the reason as we are having millions of digital images floating around.



A study by Lisa Gye , professor in Australia published an article in Journal of Media & cultural Studies that convergence of cameras in mobile phones is created a new aspects which is personnel photography. Professional photographers may not relate with personnel photography as it actually decreases the demands of Professional photographers to get the personnel images like group photos , self portraits etc. according to the author the reason of the popularity of Camera phones is that this gadget is not only connected through a telecommunications grid but it actually can be a source of Visual Communication also. This study also include that how mobile phones with cameras is a perfectly source of getting self expressions. development of personnel photography can relate to self expression or social development to showcase yourself individually through personnel images. this might be the reason of this outbreak of getting digital images makes mobile photography more popular.

An article written by Emily lucas on how mobile Photography has just changed the scenario of Photographic industry. The change of whole film roll concept to

digital imaging with digital cameras , to make it further the introduction of cameras into mobile phones. In a report since the introduction of camera phones in 2000, more than 94% users think that camera is the most used tool in a mobile phone. The another reason of this might be the popularity of internet also which gives the platform to share the images on social sites. doesn't matter it is professional or not.

### **Objectives of Research**

The researcher will study the Origin and release of cameras into mobile phones with also how the developments occurred in last 20 years of mobile phone photography. Also the effect of such developments on society & mobile phones manufacturing companies.

### **Research Methodology**

To accomplish this research, the researcher will use observational analysis method and analyze the features and their use of mobile phone photography. The selection articles is based on the launching of new camera mobiles of different companies. The researcher will also study the aspects of professional mobile photography from different genres. observatory approached will be use to develop an analysis of how the mobile advertisements based on the cameras only.

### **Data Analysis & Findings**

In 2002 Nokia , one of the leading mobile manufacturing company in the world introduced its first camera version mobile to the consumer market The model was Nokia 7650. its comes with a 0.3 mega pixel sensor in it. That was the time when no one realize that what is the individuals expectation from its mobile , what needs to do the digital images the image was having resolution of 640X480 Pixels. it was having a VGA camera in it. VGA ( Visual graphics Array ) was introduced by IBM in 1987 for desktop systems which was later on used in mobile camera technologies. from 2002 to 2013 nokia set an standard in mobile industry market after developing the technological aspects of cameras . The major impact of cameras was not only that users adopting with free hands but the other technological manufacturing developments was also seen like flash in camera , video recording , system memory , high end battery and many more.

Article of Lexy savedes explained very beautifully that Photography has seen 2 Major developments in the form of photography. its transformation to traditional role film photography to pixel based photography from then compact Digital cameras to mobile phone photography. from 2008 to till now , nowadays mobile phone photographs can be used in front page of a news paper. Nobody is denies this fact that why this photographs has been taken from mobile phone. even the developments of mobile phones actually opens up the new tracks of journalistic approaches like mobile journalism.

Samsung which also shared the one the largest market cap in terms of revenues also turned to manufacture mobile phones with cameras. in 2003 its model SCHV-420 comes up with a revolutionary flip & rotate screen option. SCH-V770 has the most revolutionary phone of that time Samsung introduces. It was world's first 7 MP camera. along with optical zoom , digital zoom & autofocus. simple this was the need of an hour. the socialization of the fact. later on the Samsung galaxy series comes up with the dual pixel , extra wide

angle , bokeh effect. Live image stabilization was added feature later on to improve more quality.

Convergence of mobile phones into smart phones actually started a new competition to make their Smartphone's more user friendly , Majority of mobiles phones comes up with the similar design. But the main emphasis of mobile cameras plays an impartial role of selling a mobile phone. It is a very impressive study that from last almost 10 years mobile ads are purely based on inbuilt powerful camera.



Source ; Smasung.com

Nobody gives much values about the sensor , design , software this clears the scenario that camera is having a high impact on the selling of a mobile phone. also the impact of the development of camera's in mobile phone actually opens up the market to for manufacturers to explore more in mobile technology. Powerful camera needs a powerful battery too , the processing of images needs to be fats as the picture is getting on the heavier side . due to this mobile phones is getting tested on the performance based on the performance of processing the image. Aspects become more wider when it comes to the internet become available easier & developing the new generations. People these days love to share & transfer their images very instantly. Also the applications for editing the photos caught the interest of the common persons having good camera phone.



Source : Xiaomi.com

Recently Xiaomi , The leading mobile manufacturing company just announced the world first 108MP camera. Just imagine 5 cameras in a single device. So automatically the manufacturer is bound to change in the performance category too. But why the manufacturing companies are realizing the fact that due to the convergence in media & technology. One day mobile will replace the industry of TV . You can shoot , edit , watch , communicate , connect from a single handy device. Due to all these the era of mobile photography has been emerged.

Even the launch of Iphone was also one of the landmark of mobile phones history of convergence , when it replaces blackberry and become the no. 1 choice for the users. I phone 4 comes up with its selfie camera & HD video recording was the most epic convergence in digital photography after Kodak. selfie become famous by the night only. The interesting way to capture self portrait in a easier way. Mobile phone with a front camera become the most epic change in mobile phones history of convergence. There are number of industries switching their employees to the artificial intelligence based mobile phone photography. there is no doubt that initially the professional photographers wasn't that much interested in the mobile phone photography due to its less technological aspects of professional photography.

Development in mobile cameras creates an immense change in the professional industry. examples can taken from the famous professional photographer Dan Chung's Mobile phone coverage of London Olympics 2012. where he captured some of the mesmerizing images to cover the largest sports event of the world. One can found easily the images beyond limitations he clicked wasn't that much easy with the professional cameras & if possible then it needs additional accessories to get those images. A photograph he took underwater of swimming pool where the Russian team is performing is a perfect example of how easily you get these kind of images if you are having a mobile phone which can gives you an image underwater. A photograph of the closing ceremony which captured with the extra wide angle lens perfectly captured the Image of the wider view of stadium. Brilliant photograph of Motion Freezing from a mobile phone is a great achievement. It shows how mobile phones technologies empowered their camera techniques. This might be the reason of professional photographers are making their interest in mobile phone photography. Nowadays one can switch your mobile phones to pro mode & change the settings like shutter speed , aperture , ISO , focus , bracketing. Macro & many more.



*Image Source ; Dan Chung / The Guardian*

Tourism Industry might be thankful to the cameras invention into mobile phones. This is the one of the major industries which has got the boom in it. Internet where given the platform to society to socialize their personnel life to others. 1.5 trillion images captured & 84% are from the mobile phones indicated that how people love to click an image of self , family members , friends. Social applications like instagram & Face book is the hub of these captured images. These days if you don't upload any of your self images, society shows lesser interest in you & everyone wants to be a eye catcher & photography is one of the technique from which you can become famous easily. The mobile photography Awards are the example & platform for those who might not that much professional in photographic technique but they are having a good creative skills to show their observations in the form of photographs.

### **Conclusion**

In nutshell after studying the series of best photographs where it was a comparative analysis of different digital & social platforms it was concluded with a remark that Mobile phone & its abilities of the cameras is creating a new heights of creative & simple techniques of photography. Now everyone is having creative tool in the form of smart phones with then through which one can share his/her thoughts in the form of images too. Doesn't matter that photographs taken from a professional camera or from mobile camera, it's giving an information, world is seeking for & urging for. The basic concept of photography is hereby justified & one can strongly say that photography is very powerful tool of Visual communication & camera is the only major pillar of it

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