

Title: Amateur Cameras Come into Focus  
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Your next camera may have a wireless Web connection. Or double as binoculars. Or may even be pool-friendly.

Whatever type of camera you want, you can likely find it out there. With traditional camera makers, consumer electronics firms, computer companies and others competing for the digital camera market, more and more cameras are designed for niche audiences or specialized needs.

According to a survey from market research firm NPD Group, shutterbugs looking for a second (or third or fourth) digital camera comprised 54 percent of all digital camera buyers this year. Among those, half were planning to keep their existing camera for continued use. What's more digital camera prices are dropping. The average price is expected to drop to \$191 in 2011, from \$298 in 2006, according to InfoTrends.

No wonder camera makers are eager to offer increasingly specialized products. Everyone in the house wants a camera, and they want the camera that's just right for them.

Here's a sample of what's out there:

**Fuji FinePix Z10fd (\$200)** The Z10fd is a digital camera for teenagers, college students or anyone else who's into blogs, music and style. The camera comes in seven colors - black blue, red, pink, green, light green and orange. With the Z10fd, you can display slide shows, with musical accompaniment, to your friends, and even resize 1Dphotos in the camera for posting to blogs.

**CVS Digital one-Time Use Camera (\$20)** Forget your camera, but you want to snap digital images? Then you might want a disposable one. With CVS' disposable digital camera, you're able to see your photos and delete the ones you don't like. The camera stores 25 photos. When you return it to CVS, you'll get prints and a CD with your digital photos.

**Olympus Stylus 790 SW (\$300)** Do you play rough with your camera? Then the Stylus 790 SW may be for you. Olympus bills it as a "camera built for life's adventures," which means it's "shockproof, waterproof, freezeproof and dustproof." And it's got style, too, with a sleek design and five color options.

**Bushnell 8x30mm Digital Imaging Binoculars (\$200)** Everyone knows about camera phones, but other devices include cameras, too, from pens to watches to GPS devices. Bushnell's digital camera binoculars include a 5-megapixel camera designed for outdoors enthusiasts and sports fans.

**Nikon Coolpix S51c (\$330)** Digital photography is all about sharing, but the sharing process can be cumbersome. The Coolpix 851c aims to make sharing photos a lot easier by

integrating WiFi wireless capabilities in the camera. That means you can send pictures straight to your Flickr account and even e-mail your photos right from your camera once you sign up for Nikon's Picturatown Web site.

**VTech Kidizoom (\$70)** Maybe your preschooler is a budding Ansel Adams. You never know. With the Kidizoom, you get a colorful, durable camera with easy-to-grasp hand grips and the ability to capture 120 still photos or up to five minutes of video. You can also fool with your images right on the camera, allowing kids to distort images and play games.

**Canon PowerShot G9 (\$500)** So-called "prosumer" cameras bring professional features to serious photography enthusiasts. With the PowerShot you can turn the dial to "auto" when you don't want to fiddle with settings, but you can also switch to other modes to set the shutter speed, aperture and various other settings.

**TECHscan** Web veterans from CNET, TV.com, MP3.com and other spots have teamed up to tackle another topic entirely—politics. Political Base ([politicalbase.com](http://politicalbase.com)) brings together blog posts, You Tube videos and news articles to cover the political scene.