

A Paradigm Shift in Visual Data Capture

Smartphones have become synonymous with cameras plunging the traditional point-and-shoot & DSLR market to only 1.6% of cameras sold in 2016.⁽¹⁾

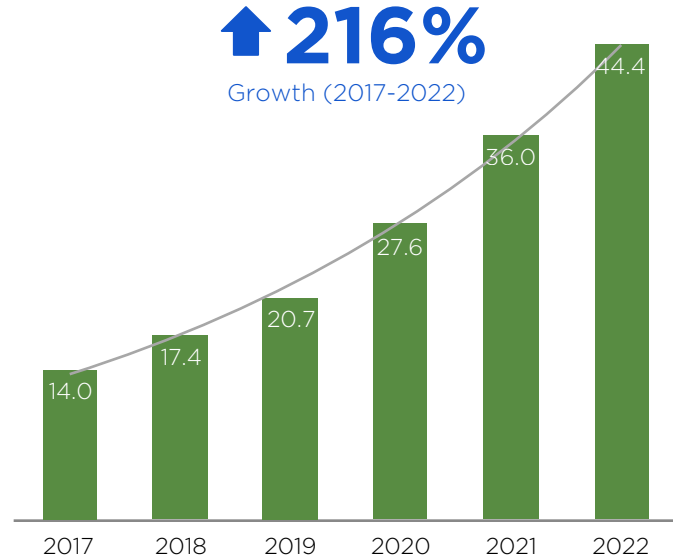
In the next five years, embedded cameras, like the ones in smartphones, will become an essential component of nearly every device used by businesses and consumers.

In this report a “camera” refers to a unique lens and sensor used for image capture.⁽²⁾ The goal of this research is to understand where visual data will be created, analyzed and interpreted.

Over 30 industries were identified as having or expected to have products with embedded cameras in the next five years. Of those, we have included 12 industries in this first phase report⁽³⁾.

Using industry data as a baseline for market sizes and historical growth rates, a **proprietary LDV model** was developed using expert opinion to predict integration of cameras, future growth, and expected adoption rates⁽⁴⁾. We believe this is a conservative projection of the market size.

Total Cameras (Billions)



6th Annual LDV Vision Summit - May 22 & 23, 2019 in NYC will bring together 600+ top technologists, entrepreneurs, execs and investors to discuss the cutting edge in visual tech. [Check out the speakers & more...](#)

LDV Capital invests in people building visual technology businesses.

LDV Capital has a long history working in the visual technology sector and building visual technology businesses in Silicon Valley, New York and Europe. We thrive on collaborating and investing in people with deep domain expertise who leverage computer vision, machine learning and artificial intelligence to solve problems, build businesses and improve our world.

Our unique LDV Platform includes:

- Annual LDV Vision Summit since 2014. Our 2018 edition had over 600 attendees, 80 speakers, 40 sessions, 2 competitions over 2 days.
- LDV Community started in 2011 has over 1,100 members with equal gender balance.
- Our LDV Insights series is the first phase of a multi-phased research project at LDV Capital to help our ecosystem garner insights and find the next generation of brilliant entrepreneurs to partner with and invest in.