

Editorial

First of all, Seasons Greetings to you all and best wishes for 2010. The end of this year marks the end of the first decade of the 21st century and the rate of change since 2000 has been nothing short of meteoric.

Ten years ago digital photography was in its infancy, UwP hadn't even been born and traditional film stock was still the market leader yet, as is so typical in today's ever increasing pace, the decline in demand for film took the industry by surprise and saw the collapse of fundamental brands such as Ilford and to a certain extent, Polaroid.

Fast forward to the end of the decade and Kodachrome had gone and new models of digital cameras were appearing almost monthly. The transition was complete, irreversible and, with the benefit of hindsight, inevitable.

Progress came in leaps and bounds and it is only by looking back that we can see how far we have come. No more 36 exposures, instant feedback without conventional processing and a dramatic increase in quality

are progressions which none of us would give up now that they are the norm.

Unfortunately such rapid progress comes with an environmental cost in terms of raw materials which are only slightly counteracted by the elimination of chemical processing. The rate at which camera models are replaced can be measured in months for compact cameras and not much more than a couple of years for top end digital SLRs but surely there is light at the end of the tunnel. How many megapixels do we really need and surely the desire to upgrade will be less compulsive as the quantitative improvements get smaller.

I see the rapid rate of change in the photography market slowing down in the next decade but what I thought was going to happen in the publishing world has not yet taken place. However I am convinced that just as film gave way to digital so too will printed publications become electronic. Newspapers are already struggling with falling ad revenue and increasing competition from the internet, TV and radio. Magazines are fairing slightly

better but I feel their clock is ticking and if they do not gear up for electronic production and distribution they will find it increasingly hard to compete.

You dear reader can relax in the knowledge that in 2001 UwP was the world's first electronic format magazine and as such almost eliminated its production and distribution costs. The result is a free magazine for you to download thanks to the support of advertisers and contributors. It is a symbiosis which works well in a specialist market so, in return dear reader, support our advertisers to protect our future and consider making a small donation to our contributors who give up their time and impart their talent free of charge.

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