



Article Side

The case of digital technologies in India & an online platform that has them all by [Kunal Advani](#)

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Today, we will discuss the effect of digital technology on cameras, the reason for its awesome growth owing to factors specific to India and where one can have the opportunity to purchase such digital products like cameras online in India.

Demand for digital technology is at an all time high in India. For instance, digital technology in cameras has not only made life easier by reducing costs by not having to spend on recurring costs such as change of films and printing, it also enables owners of such devices to create videos as per their need on the same device with much better quality of picture & colour when compared to reel based cameras. Not to mention it has the effect of levelling the playing field in a sense that it is no longer a privilege of professionals to create elegant top of the quality pictures/videos given that digital technology has made this a "walk in the park" for laymen to do as well.

As demand has grown for such devices with consumer spending soaring so has the competition amongst developers/manufacturers, suppliers & retailers to be the first ones to make these products available in the marketplace. Since bricks and mortar model limits the availability of a variety of products under a single location, the e-commerce model comes into play by providing virtually hundreds on models / varieties to end consumers on a single platform. Vialokal is one of these websites which not only provides a huge variety of products for consumers to select from, it also avails detailed specifications of these products it offers to its consumers.

Vialokal Commerce Private Limited, an ecommerce store founded under the name Vialokal in September 2011 which sells consumer electronic items such as laptops & accessories, mobile & tablets, digital cameras, music players & related products. On our store one may compare price and purchase from more than a 500 varieties of digital camera & handy cams providing consumers largest collection on a single platform anywhere in India, one may even checkout the largest online laptop cooling pads brands & computer speakers collection online, get all branded headphones with warranty & bill and pen drive online at cheapest prices be it online or offline, purchase from a top collection of mobile handsets online anywhere across India and a lot more. The firm has tied up with approximately 200 suppliers across Bangalore displaying 10000 products under various categories. The company intends to launch more categories relating to children & toddlers such as toys, books & accessories. Consumers who purchase will get free home delivery and are allowed to pay by cash after receiving the orders.

Emergence of digital cameras in India

Major brands like Nikon, Canon, Olympus, Fujifilm, etc. are spending millions of rupees in product & brand development through promotions on big budget TV ads. This gives us insight into growing appetite for such smart products as well as the potential of the Indian market as the increase in purchasing capacity of the middle class drives demand. Digital cameras are certainly getting popular with each passing month. Although, the offline market still holds chunk of share of the retail market in India, the online market is steadily growing. According to the Internet and Mobile Association of India, Internet users in the country have crossed the 100-million mark, of which 17 million are online shoppers. It estimates that the number of Internet users in India will triple by 2015, as will the number of online shoppers.

On our online store consumers can compare price & buy digital cameras and handy cams from variety of brands such as Nikon, Canon, Panasonic, Kodak, Fujifilm and Olympus. We also offers a

variety of accessories of cameras such as lenses, batteries, cases and covers, screen protectors, chargers and adapters, Tripods, etc. at discounted rates.

Consumers may conveniently purchase digital cameras and other products on our store as the entire purchasing process has been streamlined with the user having the option of purchasing a variety of products and accessories by paying cash on receiving delivery. We also guarantees timely delivery with free in transit insurance along with warranty & bill.

Keep in mind about other products that we offers: laptops & accessories, mobile & tablets, digital cameras, music players, gaming products & accessories, office related products and home appliances. To enjoy shopping and to avail discounts & offers simply log on to our website to buy and compare digital cameras, checkout the largest online mobile store in India, buy headphones & pen drive online at best prices, buy from a huge variety of computer speakers online anywhere in India and a lot more.

Happy Savings Happy Shopping !

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Vialokal is an Indian e-commerce company based out of Bangalore, Karnataka founded in September 2011 dealing in electronics and telecommunications products like laptops & accessories, a [mobile phones online](#) & accessories, a [digital cameras](#) & its accessories, etc.

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