

Gift Ideas

Power Play: Accessories For Electronic Gadgets

(NAPSA)—When it comes to electronics, it may be the gadgets themselves that get the “oohs” and “aahs,” but without certain accessories—the batteries, cables, etc.—there wouldn’t be much to get excited about.

According to the Consumer Electronics Association (CEA), accessories accounted for approximately 10 percent of all industry revenues in 2007, or \$15 billion. That number is expected to grow about 7 percent in 2008, with accessory sales totaling \$16 billion. Part of the reason for this growth is that these “smaller ticket” items make excellent gifts, whether someone has just bought the latest doodad or received it as a gift from someone else.

Batteries Not Included

The largest category in accessories sales, batteries, accounted for 43 percent of the total accessory market in 2007. This can be partially attributed to the tradition of batteries not being included in the original packaging, but is also due to the desire for additional power with today’s electronics. An extra battery pack for a notebook computer, video camera or other energy-drawing device means additional hours before having to recharge.

Gifted Accessories

For people looking to accessorize with their friends’ and loved ones’ electronic gizmos, CEA suggests the following:

- Filters and lenses for digital cameras. As more and more people are using digital cameras as their primary (if not sole) photographic equipment, shutterbugs both amateur and professional are



Accessories that complement the latest electronic gadgetry provide numerous options and price ranges for gift givers.

looking for ways to duplicate the shots and effects they managed on film.

- Wrist pad for the PC. The simple gel-filled cushion shows just how much you care by helping the recipient stave off one of the maladies that’s spiked greatly in the digital age: carpal tunnel syndrome.

- Tripod and monopod. As video cameras have come down in price, they’ve become a terrific way to capture special and everyday occasions on tape. But why settle for a herky-jerky image when a tripod or monopod can help the person behind the camera achieve a more professional result?

- Carrying case for laptop computer. Portable PCs cost a pretty penny, so it can be a nice gesture to help someone protect his/her investment.

For more electronics-related gift suggestions, visit the Web site at www.digitaltips.org.