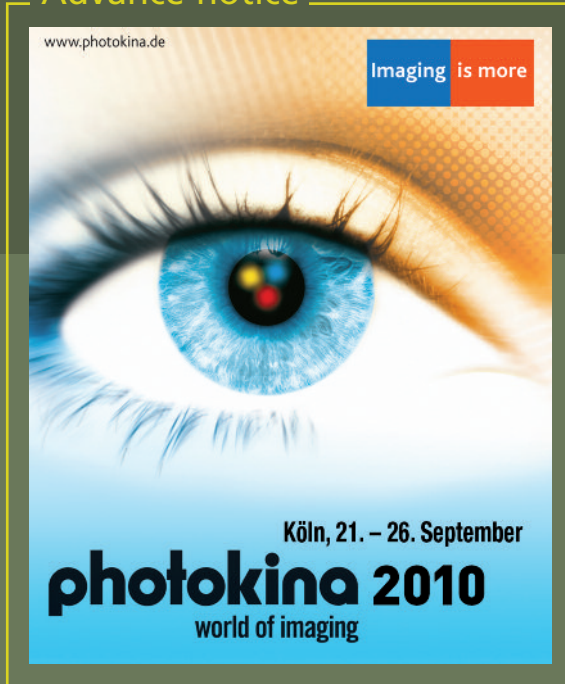


## Advance notice



### Joint Organizers:

GfK Retail and Technology

**photokina**

SPECTARIS

### Conference Administrative Office:

GfK Retail and Technology GmbH  
Nordwestring 101  
90419 Nuremberg, Germany  
Phone +49 (0)911-395 2414  
Fax +49 (0)911-33 6970  
E-mail: [silke.wachter@gfk.com](mailto:silke.wachter@gfk.com)  
[www.gfkrt.com](http://www.gfkrt.com)  
[www.gfkrt.com/markets/photo/imaging\\_summit/](http://www.gfkrt.com/markets/photo/imaging_summit/)



GfK Retail and Technology

Nov 30 / Dec 1, 2009

Nuremberg

# Program

## Imaging Summit 2009

Imaging is your future –  
let's do it – explore tomorrow's  
imaging world



GfK. Growth from Knowledge

# Imaging Summit 2009

will take place at the Conference Center Germanisches Nationalmuseum

## Program on Monday, November 30:

- |       |   |
|-------|---|
| 11.00 | Registration  |
| 12.00 | Welcome   |
|       | <b>Trends in the imaging market accross the World</b>   |
|       | <b>Global Market Statistics</b><br>Marion Knoche, Global Director, GfK Retail and Technology GmbH, Nuremberg  |
|       | <b>Imaging Trends in Asia: From Compact to Camera Phone</b><br>Uriell Chabert, Regional Account Manager, Asia, Consumer Electronics, GfK Asia Pte Ltd., Singapore   |
|       | <b>The Digital Consumer 2010: moving from the 'installed base' to the 'personal electronics'</b><br>Pascal Bollon, Global Director IT, GfK Retail and Technology, London  |
|       | <b>Imaging Without Borders – American consumers' pursuit of photography, from attitudes to accessories</b><br>Liz Cutting, Director, Senior Imaging Analyst, Digital Imaging Industry Expert, The NPD Group, Washington |
| 14.00 | Coffee  |
| 14.30 | <b>Faster, more convenient, more personalised – that's how clients want to shop on the Internet!</b><br>Jörn Taubert, Director Consumer Electronics, Amazon.de, Munich  |
|       | <b>Be different or die – Creating a hothouse climate for top business performance.</b><br>Klaus Kobjoll, Motivational Trainer, Klaus Kobjoll Seminare, Nuremberg  |
| 16.00 | Coffee  |
| 16.30 | Press conference – alternative: Visit to the Christmas Market or guided tour of the 'Plakativ' Poster Exhibition  |
| 19.00 | Get-Together – Nuremberg Castle   |

## Program on Tuesday, December 1:

- |       |  |
|-------|--|
| 9.00  | Registration and Coffee  |
| 9.30  | Technology Forum organized by Spectaris  |
|       | <b>Image Composition also a Matter of Sensor Size?</b><br>Peter Karbe, Head of Development for optic products, Leica Camera AG, Solms                        |
|       | <b>Lenses for Large Format Digital Backs</b><br>Frank Reissmann, Manager Business Unit Photo & Printing, Linos Photonics GmbH & Co. KG, Munich               |
|       | <b>3 D Surface Inspection for Machine Vision</b><br>Dr. Christoph Wagner, Head of business unit Trevista, OBE Ohnmacht & Baumgärtner GmbH & Co. KG, Ispingen |
| 11.00 | Coffee   |
| 11.30 | <b>The Transformation of the Photographic Print Market</b><br>Don Franz, Publisher, Photo Imaging News, Bonita Springs                                       |
| 12.00 | <b>Advanced Computer Generated Imaging (CGI) and its impacts</b><br>Prof. Michael Jostmeier, Prof. Dipl.-Des., Georg-Simon-Ohm Hochschule, Nuremberg         |
| 13.00 | Closing Remarks  |
| 13.15 | Buffet Lunch   |



Imaging is your future – let's do it –  
explore tomorrow's imaging world