



PRESS RELEASE:

Indian host the global holography conference 2013

- ***24th Global Holography Conference held first time in India from 8-9th November 2013 at Hotel Leela, Ambience Island, Gurgaon (Delhi NCR)***
- ***The event was organised by Reconnaissance International in association with Hologram Manufacturers Association of Indian (HoMAI)***
- ***More than 120 Delegates from 63 companies from 22 countries participated across the globe***

New Delhi: November 9, 2013: "The Holography Conference" was inaugurated at New Delhi on the 8th November by Mr N C Saha, Director of the Indian Institute of Packaging. This is an international conference that travels to a new destination every year, and this was the first time that the conference was held in India. Leading producers of holograms for security, packaging and display from countries such as USA, UK, Germany, France, Italy, China, Indonesia, Japan and India attended the conference and the exhibition that ran concurrently. In all there were delegates from 25 countries all over the world. This conference was organised by the International Hologram Manufacturers Association and Reconnaissance International, and Hologram Manufacturers Association of India also gave its active support.

Mr Ian Lancaster, Secretary of the International Hologram Manufacturers Association delivered the Opening Remarks and highlighted the change of name of the conference from HOLOPACK HOLOPRINT to The Holography Conference which was consistent to the changing applications for holograms as not only just a packaging or security media but also an upcoming media in display and nano technology. He praised the Indian hologram industry for its growth and commitment and how it has turned out to be an ethical and responsible industry.

Mr Manoj Kochar, President of the Hologram Manufacturers Association of India welcomed all the delegates and gave some interesting insights into India. He introduced the Hologram Manufacturers Association of India (HoMAI) and how it has come to be an association all companies in the hologram industry look up to and respect. He also announced that HoMAI is widening its scope and is preparing to broad base its membership to include all authentication technology providers. He also informed the delegates that HoMAI proposes to change its name to Authentication Solution Providers Association (ASPA) and that once the necessary approvals are received the association will then welcome all authentication solution providers as its member. ASPA would then be a platform where

members from different technology backgrounds will converge and collaborate to provide even more effective solutions to brand owners.

The conference was inaugurated by Mr Saha who conducted the ceremonial Lamp Lighting ceremony and delivered the Keynote address. Mr Saha gave an introduction to the status of packaging industry in India and how it is emerging as one of the biggest in the world. He stressed that there is a growing need for anti counterfeiting and authentication solutions in packaging industry. Companies spend huge amount of time effort and money to build brands and the counterfeiters make merry by simply copying the branding and cheating the unsuspecting consumer. He said that the hologram technology not only provides a premium look to the packages but also provides overt security solutions aimed at consumer verification which is the need of the hour. He also welcomed collaborations between Indian and foreign companies to realise the full benefits of the opportunities that India presents. He urged the industry and Government to initiate immediate steps to fight against counterfeiting to save the government revenue and also the consumers from the ills of counterfeiting. He also spoke about the need for preparing quality standards for hologram. Mr N C Saha then also chaired the first session on getting the Best from Holographic Packaging.

There were several interesting presentations at the conference that deliberated on the latest trends and the technology direction. Holograms are increasingly making their presence felt in the packaging industry and today a host of options such as holographic board, holographic films and labelling solutions are available to add value to both rigid and flexible packaging.

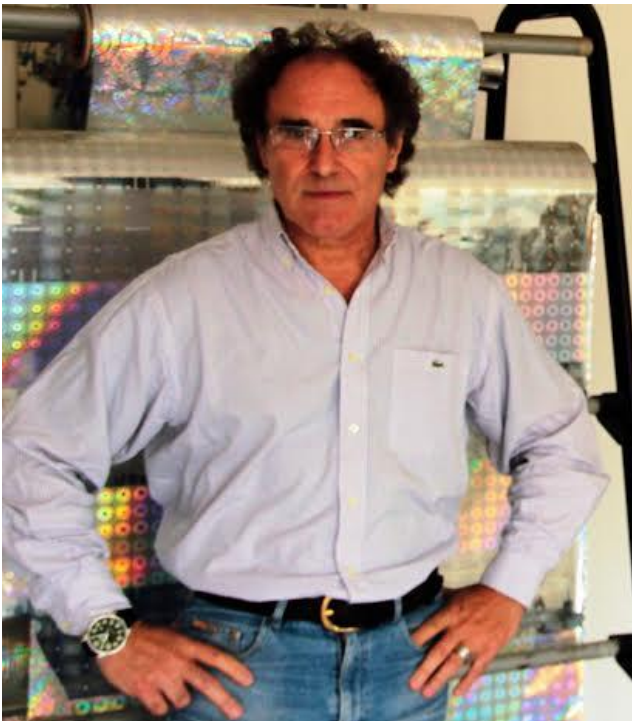
The highlights from few key presentations were as follows;

- **Nigel Abraham from 3DCD presented a paper on Designing Specular diffractive imagery for packaging and highlighted the usage of nano-fringe writing for usage of Fresnel lenses in holographic packaging. He also highlighted the new trend of using mock up for packaging.**
- **Ashwini Kumar from ITC Packaging presented a paper titled Beyond Holography, urging holographers to think ahead for future of holography with new 3D applications and integration with smart phones and smart materials.**
- **Vikas Kapoor from Orient Craft highlighted the importance and continuous uses of holography in fashion and garment industry for its unique appeal.**
- **Stephen McDonnell from Optrace presented a paper on serialised photopolymer holograms for protecting medicines. The company briefed how they are working on making each hologram as a unique hologram.**
- **David Tidmarsh from Currency Publications presented a paper highlighting recent trends in the use of DOVID's (Diffractive Optical Variable Imaging Devices) on Banknotes. Globally, 150 billions banknotes were produced annually with a growth rate of 4-5%. In total, 350 billion banknotes are in circulation globally. The first DOVID's used by Austria in 1988 and by 2012 more than 280 denominations are using DOVID's as key anti-counterfeiting for currency protection. The latest trend is registration and integration of DOVID's / Hologram into banknote design.**

- **Kenji Ueda from Dai Nippon Printing presented paper on latest developments in Hot-Stampable True Color Lippman Holograms. He briefed that Lippmann hologram require special materials and manufacturing techniques, making them extremely difficult to counterfeit. Further, Lippmann holograms displays images which is changed with viewing angle in any direction vertically or horizontally and enable unique expressions. DNP has developed world first true color Lippmann hologram transfer foil with heat and pressure resistance.**

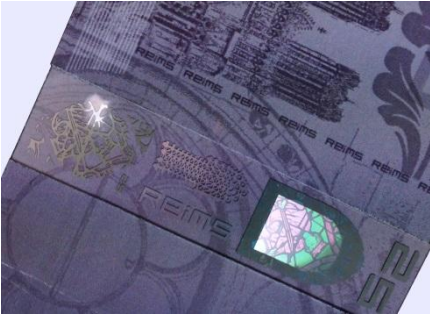
The event also highlight the annual Excellence in Holography Awards organised by International Hologram Manufacturers Association. These awards recognise outstanding achievements and rewards those who have been at the forefront of the industry, pioneering innovative or new hologram products or techniques, as well as the best use of holograms in a commercial context. The President of HoMAI, Mr Manoj Kochar gave away the awards. "Creativity, design excellence and diversity led the way among the entries, reinforcing how holography continues to push forward technical and commercial boundaries to find new applications and markets." The Excellence in Holography Awards - sponsored by industry newsletter Holography News® - was attended by delegates from the worldwide holography community. Entries were judged by the IHMA Board, which comprises representatives from member companies.

The man behind some of the most significant developments in hologram production equipment was honoured for his outstanding contribution to the industry. Mr Dimes Pastorelli, CEO of Diaures, Diavy and MHT (Machinery Holographic Technology) was awarded the prestigious Brian Monaghan Award for Business Innovation.



Other category winners were:

- Innovation in Holographic Technology – Hologram.Industries for Plasmogram



Best Origination – Optaglio for La Belle Epoque



- Best Holographic Origination Element (HOE) – Hologica for Interactive HUD-style holographic display
- Best Applied Security Product – Holostik India Ltd for Exodus
- Best Applied Decorative Product – NovaVision Inc, Vacumet Corp and Angell-Demmel North America for Nissan LEAF Holographic Kick Plate

Several companies from India and overseas also exhibited their product including Uflex, Giriraj Foils, Holostik India, Rasik Foils, BOBST India, Bajaj Holographics, Light Logics, IHMA, Polish Holographics, Maan Machine and Tools, HOMAI, and Polygrama.

For more visit us at www.theholographyconference.com; www.homai.org and www.ihma.org.

List of Companies participated at the holography conference, 2013.

Alpha Lasertek India Ltd (India)
API Foils Europe & Holographics (UK)
Bajaj Holographics India Pvt. Ltd. (India)
Banet Systems Limited (Nigeria)
Bauman Moscow State Technical University (Russia)
BOBST (UK)
Bowater Holographics (UK)
Buyuk Endustriyel Urunler Paz. San. Tic. Ltd. Sti. (Turkey)
Central Bank of the Islamic Republic of Iran
Dai Nippon Printing Co (Japan)
Diavy S.r.l. (Italy)
Dimensional Arts Inc (USA)
Everest Holovisions Ltd (India)
FGUP "STC Atlas" (Russia)
Formas Inteligentes S.A. De C.V. (Mexico)
Giriraj
Foils Pvt Ltd (India)
Government of Kerala (India)
GS1 India Ministry of Commerce and Industry (India)
Hangyo International Corp (Korea)
HansHolo Consulting Ltd (UK)
Hasanah House Co. (Saudi Arabia)
Hellenic Institute of Holography (Greece)
Henkel Adhesives (India)
Holoflex Ltd (India)
Hologram Company Rako GmbH (Germany)
Hologram Industries (France)
Hologram Manufacturers Association of India (HOMAI)
Holographic Security Marking Systems P.Ltd (India)
HoloGrate JSC (Russia)
Holo-Source Corporation (USA)
Holo Security Technologies (India)
Holostik India Limited (India)
Hubei LHTC Anti-counterfeit Technology Corp., Ltd. (China)
Idvac Ltd (UK)
Ighetta Holographic Pvt. Ltd. (India)
JSC Holography Industry Ltd (Belarus)
Karnataka Holotech (India)
Kievolografia Ltd (Ukraine)
Krypten Research & Production (Russia)
Light Logics Holography and Optics Pvt. Ltd (India)
Luminit Security Microstructure Group (USA)
Lynx Comércio e Importação Ltda (USA)
Lynx Comércio e Importação Ltda (Brasil)
Maan Machine Tools (India)

Manipal Technologies Limited (India)
Ministry of Home Affairs (India)
O'TEC. Co., Ltd (Japan)
OpSec Security Inc (USA)
Optrace Ltd (Ireland)
Organisation of Pharmaceutical Producers of India
Orient Craft (India)
OVD Kinegram AG (Switzerland)
Pardazesh Tasvir Rayan (Iran)
Partnership for Safe Medicines India
Patentwire Consultants (India)
Polish Holographic Systems
Process Color (India)
PRS Permacel Private Ltd (India)
PT Pura Barutama (Indonesia)
Rasik Products Pvt Ltd (India)
Reflective Materials Manufactory Company SZU (Holoart) (China)
Schreiner Printrust (Germany)
Securikett Ulrich & Horn GmbH (Austria)
Security Holography Systems Int. LLC (USA)
Senxiang Packaging Materials (China)
Shriram Veritech Solutions Pvt. Ltd (India)
Sheetal Mercantile (India)
tesa scribos GmbH (Germany)
The Media Laboratory at MIT (USA)
UFLEX Ltd (Holography Division)(India)
View Holographics (UK)
Vistec Electron Beam GmbH (Germany)
Wuhan Huagong Image Technology & Development Co. Ltd (China)

About HOMAI

HOMAI is world second and Asia's only association representing holography. It is a not-for-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology. Established in 1998, it consists of India's leading producers and converters of holograms for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. Today, HOMAI member protect more than 10,000 brands and helping various industry organisation, states & central government's department in protecting tax revenue and providing authentic solutions to consumers.

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