



## MEDIA-TECH Showcase & Conference Asia 2011

The MEDIA-TECH Association is welcoming you to join in a two-day event consisting of several conference sessions focusing on all aspects of Blu-ray Technology and a product showcase, presenting the latest developments in the optical disc industry.

The event will center on Blu-ray Discs, the influence of 3D and the technological developments of Recordable & Rewriteable Blu-ray (BD-R / BD-RE).

**We are looking forward to see you in Macau!**

## Be present at MEDIA-TECH Asia and win!

Lucky Door prize draws will be held every 2-hours during the conference.



\* Must Be Present To Win

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# MEDIA-TECH Showcase & Conference Asia

March 15-16, 2011 | Grand Hyatt, Macau, China

## Preliminary Conference Program

At the MEDIA-TECH Conference attendees will learn first-hand where the BD Recordable industry is headed in 2011 and beyond, focusing on Prerecorded, Recordable & Rewriteable Blu-ray (BD-R/BD-RE).



**Welcoming remarks**  
Frank Hartwig,  
President MEDIA-TECH  
Association



**Market overview optical disc China**  
TBA



**Practical manufacturing of BDR/RE discs: Overview of the technologies, manufacturing challenges & path forward**  
Dr. Giriraj Nyati, CTO-Blank Optical Media & Sr. VP - Corp. Technology, Moser Baer India



**Replicators round table**  
Michael Gutowski,  
Chairman of the  
Replicators Committee,  
MEDIA-TECH Association



**Bringing 3D home: the role of Blu-ray disc**  
Helen Davis Jayalath,  
Head of Video,  
IHS Screen Digest



**Blu-ray update**  
Judy Chan,  
Vice Chair, China  
Promotions Group,  
Blu-ray Disc Association



**BD & 3D replication in China**  
Xiao Wu,  
Managing Director,  
Sony DADC China



**Recent 3D image technology development in Taiwan**  
Dr. Stephen Jeng,  
ITRI



**State of the art of 3D standardization**  
Takafumi Koike,  
Hitachi Japan



**BD licensing**  
TBA,  
BD4C - Toshiba / TLDS



**Metallizer for BD-R/RE production and beyond**  
Rudolf Bieri,  
Oerlikon Systems



**Fascination Blu - Singulus BD-R/RE solutions**  
Stephan Hotz,  
Head of Product  
Management Optical Disc,  
Singulus Technologies



**Introducing HITACHI initializer for multi-layer BD-RE & BCA maker for low cost manufacturing**  
Shinji Shirasaka,  
Hitachi CP



**Process control for recordable Blu-ray disc production**  
Dr. Leonhard Schwab,  
CTO and Managing  
Director,  
dr. schwab GmbH



**4th generation optical disc recordable via bio-nanotechnology**  
Prof. Norbet Hampf /  
Tom Blank,  
Philipps-University  
Marburg, Germany



**Introduction of large capacity optical disc**  
Miki Takeshi,  
Sony Corporation



**Blu-ray in the connected home of tomorrow**  
Jordan Selburn,  
Principal Analyst,  
Consumer Platforms,  
IHS iSuppli



**2D-to-3D conversion: market overview, conversion workflow and basic rules for good 3D**  
Dr. Sebastian Knorr,  
Director R&D and  
Knowledge Management,  
Imcube GmbH



**Chemical techniques to improve BD manufacturing**  
TBA, Sony Chemicals  
Asia



**The outlook for home entertainment**  
Helen Davis Jayalath,  
Head of Video,  
IHS Screen Digest



**TBA**  
Tomohiro Horiguchi,  
Pulstec



**Copy to go**  
Jackie Chan,  
InfoDisc Asia



**Innovative disc testing - BD/DVD**  
Thomas Hackl,  
CEO, Datarius



**Anwell Technologies on BD50 and BD-R production**  
Stanley So,  
Anwell Technologies  
China



## **MEDIA-TECH Showcase & Conference Asia**

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# **MEDIA-TECH Association Announces IHS Screen Digest as Research Partner at the MEDIA-TECH Showcase & Conference Asia 2011**



Hanau, February 7, 2011. The MEDIA-TECH Association is pleased to announce that IHS Screen Digest will be the official research partner for the MEDIA-TECH Showcase & Conference Asia 2011 in Macau, China, 15 - 16 March 2011. During the event, IHS Screen Digest and IHS iSuppli will deliver three industry presentations to delegates.

IHS analysts will present on the market development of optical disc, pre-recorded BD, BDR/RE, as well as 3D and digital content.

Helen Davis Jayalath heads up the IHS Screen Digest video research and has overall responsibility for coverage of the packaged media business. Jayalath has been analyzing the international video business since 1991 and is widely acknowledged as a leading authority in the field. Her lecture at the MEDIA-TECH Conference will center on BD and 3D, "Bringing 3D home: The role of Blu-ray Disc" and "The outlook for home entertainment".



**Helen Davis Jayalath**  
*Head of Video,  
IHS Screen Digest*

Jordan Selburn, principal analyst, consumer platforms, leads the IHS iSuppli consumer research. Selburn is an expert in set-top boxes (STBs) and a leading authority on semiconductor design. His presentation, "Blu-ray in the Connected Home of Tomorrow" will review the state of the 'connected home' with a focus on how Blu-ray will both cooperate and compete with other systems in the digital living room.

The involvement of industry leading IHS Screen Digest and IHS iSuppli experts at this year's MEDIA-TECH Event will bring unique insight and analysis of the media and storage industries for conference attendees.

MEDIA-TECH Asia will center on Blu-ray Discs, the influence of 3D and the technological developments of Recordable & Rewriteable Blu-ray (BD-R/BD-RE). It represents the unique chance to meet the Asian media manufacturing industry.



**Jordan Selburn**  
*Principal Analyst,  
Consumer Platforms,  
IHS iSuppli*



## MEDIA-TECH Showcase & Conference Asia

March 15-16, 2011 | Grand Hyatt, Macau, China

# Important Information

## MEDIA-TECH Showcase & Conference Asia

### 1. GENERAL INFORMATION

Date: March 15-16, 2011  
 Venue: Grand Hyatt Macau/China

#### Showcase Opening Hours

##### March 14, 2011

Set Up 4.00 pm

##### Day 1, March 15, 2011

Opening Hours 11.00 am - 6.00 pm  
 Training Sessions 2.00 pm - 4.30 pm

##### Day 2, March 16, 2011

Opening Hours 11.00 am - 3.00 pm  
 Training Sessions 1.00 pm - 3.00 pm  
 Dismantling 4.00 pm

#### Conference Opening Hours

**Day 1, March 15, 2011**  
 Registration 8.00 am  
 Opening 9.15 am - 10.15 am

**Day 2, March 16, 2011**  
 Registration 8.00 am

**Networking Party**  
 March 15, 2011  
 6.00 pm - 8.00 pm

### 2. HOTEL INFORMATION

Grand Hyatt Macau  
 City of Dreams, Estrada do Istmo, Cotai,  
 Macau People's Republic of China  
 Tel: +853 8868 1234  
 Fax: +853 8867 1234  
 Email: macau.grand@hyatt.com

<http://www.macau.grand.hyatt.com/hyatt/hotels/index.jsp?null>

### 3. SHIPPING ADDRESS

Grand Hyatt Macau  
 City of Dreams, Estrada do Istmo, Cotai,  
 Macau (via Hong Kong)

Attn: Mr. Terry Sou, Events and Convention Services Department

Please name MEDIA-TECH Showcase & Conference Asia 2011 plus your booth number on the shipment.

### 4. FURTHER HOTEL SERVICES (Catering, Meeting Rooms, etc.)

Grand Hyatt Macau  
 City of Dreams, Estrada do Istmo, Cotai,  
 Macau (via Hong Kong)

Attn: Mr. Terry Sou, Events and Convention Services Department, Mail: [terry.sou@hyatt.com](mailto:terry.sou@hyatt.com)

### 5. BOOTH CONTRACTOR

For further requests regarding your booth, please contact:



AV Depot Limited  
 Tel.: +853 2875 0343  
 Mail: [avdepot@macau.ctm.net](mailto:avdepot@macau.ctm.net)

### 6. BENEFIT FROM SPECIAL HOTEL RATES

The Grand Hyatt Macau is offering rooms at special rates for MEDIA-TECH Asia. To benefit from this offer, we advise you to make your booking **until February 21, 2011**



<http://www.media-tech.net/scasia11/travel/venue-hotel.html>



**MEDIA-TECH**  
**Showcase & Conference Asia**  
 March 15-16, 2011 | Grand Hyatt, Macau, China

## Book now: MEDIA-TECH Showcase & Conference Europe 2011 Co-located with the Blu-ray Disc Academy

The MEDIA-TECH Association is happy to invite you to exhibit at its MEDIA-TECH Showcase & Conference Europe 2011, May 3-4 in Hamburg, Germany. The 18th MEDIA-TECH Event is the combination of a showcase and a conference.

### MEDIA-TECH Showcase

The MEDIA-TECH Showcase offers the perfect forum for displaying the latest developments for all current and future storage formats, giving media manufacturers the opportunity to talk about production related technology on the show floor, hear presentations on technology and attend product-specific workshops.

### Blu-ray Disc Academy

The format of a joint venture with the Blu-ray Disc Academy successfully premiered at the MEDIA-TECH Global Expo and Summit in Frankfurt, Germany in 2010. In 2011, the Blu-ray Disc Academy's Forum will once more offer the opportunity to attend several sessions and state-of-the-art live demonstrations, which will particularly focus on Blu-ray and 3D. The showcase will point out the creative aspect of the Blu-ray and 3D format and how they can turn into business opportunities. More under:

<http://www.blurayacademy.com/>

### Book now!

Take the chance and get together with the representatives of the Global Media & Storage Industry in the cosmopolitan metropolis Hamburg. Host of the 18th MEDIA-TECH Event is the Grand Elysée, a high-awarded conference hotel.

The Exhibitor Application for the showcase and the floorplan you can find at [www.media-tech.net](http://www.media-tech.net).

**MEDIA-TECH Showcase & Conference Europe**

May 03 – 04, 2011  
 Grand Elysée, Hamburg

Co-located with the Blu-ray Disc Academy

2011

**Blu-ray Disc Academy**

**MEDIA-TECH**  
association

[www.media-tech.net](http://www.media-tech.net)

# Fascination 3D

## BLULINE II – Blu-ray for the 3rd Dimension

The industry leading replication machine for the daily mass production of Blu-ray Discs – now playing in 3D.

BLULINE II – The platform for high quality Blu-ray Discs.



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# MEDIA-TECH Events 2011

→ **Book Now!**



**MEDIA-TECH Showcase & Conference Asia 2011**  
March 15-16  
Grand Hyatt  
Macau, China

*Colonial*  
—PURCHASING CO-OP—

A Revolution for Optical Disc Replicators and Duplicators

**Joint Event MEDIA-TECH Conference USA 2011/ Colonial Purchasing**  
March 23-24,  
Wynn Hotel, Las Vegas, USA



**MEDIA-TECH Showcase & Conference Europe 2011**  
May 3-4  
Grand Elysée  
Hamburg, Germany



**Blu-ray Disc Academy**  
May 3-4  
Grand Elysée  
Hamburg, Germany

**MEDIA-TECH**  
association

[www.media-tech.net](http://www.media-tech.net)

**MEDIA-TECH Association**

P.O. Box 1104  
D-63793 Kahl/Main  
Germany

**US Address**

MEDIA-TECH Association  
P.O. Box 771507  
Orlando, Florida 32877  
USA

**Managing Director**

Bryan Ekus  
Phone: +1 407 856 9100  
e-mail: [bekus@media-tech.net](mailto:bekus@media-tech.net)  
[www.media-tech.net](http://www.media-tech.net)