



MEDIA-TECH **Showcase & Conference Europe 2011** May 03-04, 2011 | Grand Elysée, Hamburg

The MEDIA-TECH Showcase & Conference Europe, May 3-4, 2011 in Hamburg, Germany is coming up soon and there are still attractive booth locations left to choose from.

The Showcase in combination with the Blu-ray Disc Academy offers the perfect opportunity to network with the members of the media manufacturing business and to present your products and solutions to a wide audience. Pay a visit to www.media-tech.net/europe11.html to get more information.

Take the chance and participate in this joined event, which will centre the representatives of the global Media & Storage Industry for two days in the cosmopolitan metropolis Hamburg. Meet your present and future customers in this inspiring environment!

We are looking forward to welcoming you at the MEDIA-TECH Showcase & Conference Europe!

Book now!



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Blu-ray Disc Academy Program

The topics covered:



Forecasting the 3D home entertainment market – the analysts' views

3D home entertainment barely registered one year ago as consumer electronics products. Though hardware and software are now on the shelves, some pundits

claim sales figures do not meet expectations. But how to forecast a product that broke into the market so quickly?



Active vs passive technology for 3D TV – what is the trade-off?

The 3D theatrical technology that works with inexpensive easy-to-produce passive eyewear attempts to migrate into the home entertainment market where so far

expensive battery-operated active shutter glasses are the norm. But what is the trade-off?



Universal 3D glasses – where do we go?

Though the specifications for active shutter glasses had been approved, most 3D eyewears are still tied to their own manufacturers' 3D TV sets. Will this 'proprietary' approach create an additional hurdle the

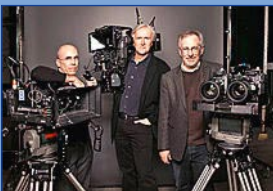
industry does not need right now? Will it let makers of 'universal' 3D glasses resolve the issue? And why 3D eyewears are still so uncomfortable to wear?



Stereoscopic viewing – what the doctor says?

Not only is a substantial proportion of the population apparently not able to enjoy an optimised stereoscopic vision, but some in the medical community are raising health issues, especially regarding children's 3D

viewing. Some CE manufacturers even issued warnings. Overblown concern or real issues?



Costs and 'grammar' of 3D production – is it Hollywood's preserve?

So far, 3D theatrical successes have been the lot of expensive blockbusters. But is the 3D 'grammar' the Hollywood preserve or is it within the reach of inde-

pendents? Could documentary makers conceivably embrace stereoscopy, and at what cost? In short, can one expect 3D to permeate all content genres, the way HDTV did?



3D authoring – a new ballgame?

Many authoring and post-production facilities, just home and dry with their Blu-ray investment, are taking crash courses in 3D production to remain competitive. More than ever QA and testing become central.

Publishers large and small are wondering what it takes to "do" a 3D BD title. And what does a stereographer do?



2D-to-3D conversion – a danger zone?

Sooner or later, 2D content, especially catalogue titles, will be given the 3D treatment. Many professionals fear that less than satisfactory 2D-to-3D conversion kits already available could

potentially kill off the burgeoning 3D market. Will publishers cut corners in order to rush 3D content into the pipeline?



Gaming – the future of 3D?

Demonstrations point to 3D as the natural home of gaming. Will gaming, where players are used to holding devices, be the engine of growth for the 3D technology where viewers might get used to wear glasses?



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3D glasses-free auto-stereoscopy – on the horizon or around the corner?

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Glasses-free 3D on laptops, tablets and smartphones – gimmicky?

The immersive 3D experience calls for large TV displays, but the first implementation of autostereoscopy is on portable devices such as digital cameras, tablets and smart-

phones. What are the potential new applications?



3D broadcasting – a competitor in the 3D space?

In a highly competitive television marketplace where cable and internet delivery elbow their way for the front seat, broadcasters are embracing 3D. 3DTV channels are already up and running. Will 3D

broadcasting and 3D Blu-ray packaged media build on each other or reduce each others' breathing space?



BD-Live and Augmented Reality – any 3D role?

While 3D is generally seen as the revolution that will boost the Blu-ray format, BD-Live is an evolution that is finding its niche, though slowly. Augmented Reality offers new creative uses of the BD disc as

well. What is the state of affairs of BD-Live and Augmented Reality to date and can these features have a stake in the 3D BD space?



Sensory 3D – the 4th dimension?

The 3D immersive boundaries are now stretching to 360-degree 3D holography. But why stop at 'conventional' 3D? There have already been demonstrations of sensory 3D technologies – let's

call it the 4th dimension. And what of Ultra High Definition 3D?

In keeping with the unique philosophy that underlies the Blu-ray Disc Academy, the event will combine keynote presentations, interviews, panel discussions and – foremost – live demonstrations.

Reserve your seat, the trip will be bumpy and exiting!

For more information, please contact:

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MEDIA-TECH Showcase & Conference Asia

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

All Things Blu-ray in Macau



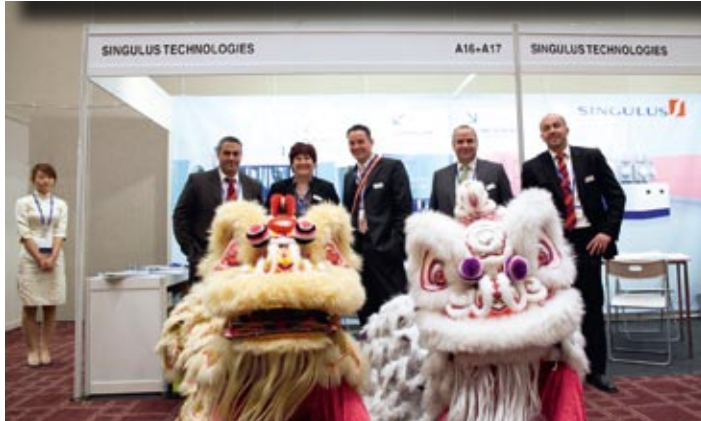
Media-Tech holds its first-ever Asian event in Macau amid concern over Japan. Larry Jaffee reviews the two days of comprehensive presentations from market leaders in Blu-ray/3D.

The Media-Tech Showcase & Conference in Macau, China, went on March 15-16 with attendees' thoughts and prayers with victims of the Japanese earthquake/tsunami/nuclear accident that began a few days earlier.

It wasn't lost on the 255 participants at the Grand Hyatt that they were there

to focus on all things related to Blu-ray technology, whose birthplace arguably occurred in Tokyo a thousand miles to the northwest. Remarkably only one speaker had to cancel because of the disaster. Media-Tech Association chairman Frank Hartwig told Digital2Disc he believes the event came off very well. "It was really great. We had interesting speakers from all over Asia. It was a good mix of technology and market information."

The full story can be read in the next edition of Digital to Disc.





On with the Show - Packaged Media 2011

There's a hope that "what happens in Vegas" doesn't only stay in Vegas, as Larry Jaffee finds an optimism not often encountered these days with physical media

The Media-Tech Association/Colonial Purchasing Cooperative joint conference, 'Packaged Media 2011,' reminded me of a line from The Eagles' song, "Hotel California," piped in the sound system for business guests and gamblers alike of The Wynn Casino and Hotel, one of the Las Vegas strip's swankiest venues: "We haven't had that spirit here since 1969."

Well, think ahead three decades to the heady days of 1999, prior to Napster and iPods when replication equipment conventions were booming "machine shows" at the dawn of the DVD production ramp-up, and such events weren't "table-top" affairs. More than a decade later, it's not exactly life in the fast lane, with apologies to Don Henley & Co. Blu-ray hasn't followed DVD's trajectory, and there's no slowing down of daily mass media hype

about electronic delivery slowly replacing physical discs, as Blockbuster liquidates and Borders fights for its survival.

Still the 21st Century survivors among the hardware vendors, supporting services and their media manufacturer customers here in Sin City on March 23-24 celebrated the survival of the fittest. Or as keynote speaker, Dave Rubenstein, president of Sony DADC Americas, asked rhetorically: "Can I retire on physical media?" He could have easily been speaking about anyone reading this publication.

The coupling of MEDIA-TECH and Colonial made a lot of sense to the 125-plus attendees, as both groups attempt to widen their reach along the packaged media food chain. "It's definitely the best event [Colonial] ever had," commented David Dering, principal of Dering Corp., whose CShell was among the event's sponsors. (Other sponsors included: Singulus, Sony, PT&S, Sabic, Information

Packaging, PMC/Lenco, Carthuplas, Rovi, and Palm International.) "It feels like there's still life back in media," said Dering, who is also now vice president of business development at replicator Americ-Direct. "People are energized. There is a little bit of hope." Joe Miller, general manager of Sabic Innovative Plastics, the raw materials (e.g., polycarbonate) supplier formerly known as GE Plastics, agreed that the show was well worth his company's sponsorship of the event's dinner. The conference provided Miller with some quality time with customers, the 30 or so members of the Colonial Co-op, with whom GE/Sabic has worked for the past seven years.

Most of the Las Vegas presentations are available to be downloaded free of charge on the MEDIA-TECH website at www.media-tech.net.

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