



Welcome to the MEDIA-TECH Showcase & Conference Asia 2011

Opening Ceremony
March 15
09:00 AM



Media Partner

- Digital2Disc
- DVDintelligence

Research Partner

- screendigest

Exhibitors

- @ANWELL
- AudioDev
- AXXICON
- DaTARIUS
- dr. schwab gmbh
- ECLIPSE
- HANKY
- EXPERT MAGNETICS
- ODC NIMBUS
- aerlikon systems
- Plasmon MT
- PULSTEC
- SINGULUS
- SONY
- WING TECH LIMITED

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Networking Party Sponsor



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Welcome to the 2011 MEDIA-TECH Showcase & Conference. This two-day event features some of the top names in the world of optical media manufacturing. Blu-ray is no longer a new format, looking to gain consumer acceptance. It is now the future of entertainment on physical media, with an astonishing take-up last year, despite the global economic difficulties. It is the development made by companies such as those speaking here today that have caused the demand for Blu-ray to take off, making it a viable bridge between physical and digital and thus extending the life of the disc.

During the next two days, you will hear from the experts themselves how the whole industry can move forward with Blu-ray Disc for the benefit of everyone from studio to consumer.

On Behalf of the MEDIA-TECH Association and the Program Committees, we thank you for joining us for our 17th global event and we look forward to seeing you again soon in Hamburg, Germany.



MEDIA-TECH Showcase & Conference

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

Conference Program

Day 1, March 15, 2011



09:15 - 09:30
Welcoming remarks
Frank Hartwig,
President MEDIA-TECH
Association



09:30 - 10:10 Keynote
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



10:10 - 10:50
Bringing 3D home: the role of Blu-ray Disc
Helen Davis Jayalath,
Head of Video,
IHS Screen Digest



11:20 - 12:00
Replicators round table
Michael Gutowski,
Chairman of the Replicators
Committee, MEDIA-TECH
Association



12:00 - 12:30
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



12:30 - 13:00
Blu-ray Update
Judy Chan,
Vice Chair, China Promotions
Group, Blu-ray Disc Association



14:00 - 14:20
BD & 3D replication in China
Xiao Wu,
Managing Director,
Sony DADC China



14:20 - 14:40
Recent 3D Image technology Development in Taiwan
Dr. Tzuan-Ren Jeng,
Division Director of Electronics
and Optoelectronics, ITRI



14:40 - 15:00
Emerging Trends in 3D Display Standardization
Takafumi Koike,
Hitachi, Japan



15:20 - 15:40
BD4C Licensing Group – Update/One Year after Launch
Fusao Kaneda,
President, Toshiba DVD
License Services, Inc.



15:40 - 16:00
Metallizer for BD-R/RE Production and beyond
Rudolf Bieri,
Oerlikon BZ



16:00 - 16:20
Fascination Blu – Singulus BD-R/RE Solutions
Stephan Hotz,
Head of Product
Management Optical Disc,
Singulus Technologies



16:20 - 16:40
Introducing HITACHI BD-RE Initializer & BD-R BCA Maker
Shinji Shirasaka,
Hitachi CP



16:40 - 17:00
Process control for recordable Blu-ray Disc production
Dr. Leonhard Schwab,
CEO, dr.schwab



17:00 - 17:20
Singulus: the full line supplier for BD Manufacturing – Highlight on Mastering
Rick Uitdehaag,
Singulus Mastering



17:20 - 17:40
Innovative disc testing – BD/DVD
Thomas Hackl,
CEO, Datarius



17:40 - 18:00
Meeting the BD Specification – A look at the BD Testing Center for BD-ROM Media
Rickard Gudbrand,
TestCenter Manager, Audiodev

Conference Asia China



Day 2, March 16, 2011



09:15 - 09:30
Opening & welcome
Frank Hartwig,
President MEDIA-TECH
Association



09:30 - 10:00
China Blue:
Market Overview
Xu Xiang Hua,
General Manager, Shanghai
UOD



10:00 - 10:30
BDXL and the beyond BD
Takeshi Miki,
Senior Materials Engineer,
Advanced Optical Media
Development Department /
Core Device Development
Group, Sony Cooperation



11:00 - 11:30
**Blu-ray in the connected
home of tomorrow**
Jordan Selburn,
Principal Analyst, Consumer
Platforms, IHS iSuppli



11:30 - 12:00
**4th Generation Optical Disc
Recordable via
Bio-Nanotechnology**
Tom Blank
Prof. Norbet Hampp,
Philipps-University, Marburg,
Germany



12:00 - 12:30
**The outlook for
home entertainment**
Helen Davis Jayalath,
Head of Video,
IHS Screen Digest



13:30 - 13:50
**UV Resins for Optical
Disc – Challenges of
BD-resin developments**
Wen Lee Thia,
Senior Sales Executive,
Applications & Devices
Marketing (Singapore),
Sony Chemicals



13:50 - 14:10
**Update on BD-R LTH type disc:
Production, market share,
and development status of
SL and DL**
Mizuno Masaaki,
General Manager, Global New
Product Strategy Center,
Mitsubishi Kagaku Media Co., Ltd.



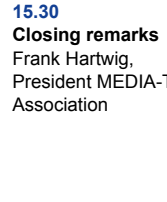
14:30 - 14:50
**High speed multi tester for
BD-R,RE,ROM**
Tomohiro Horiguchi,
Sales and Marketing Manager,
Pulstec



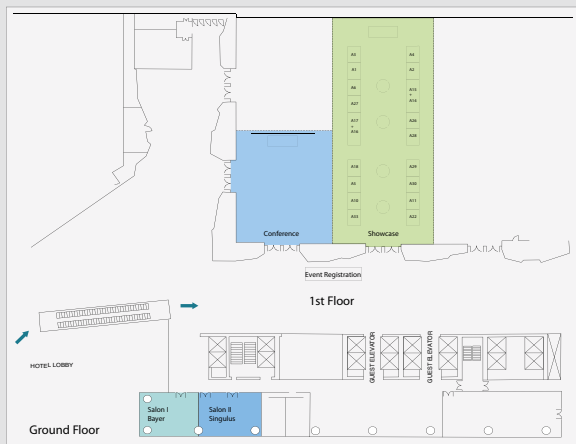
14:50 - 15:10
Copy to Go
Michael Gutowski,
InfoDisc Asia



15:10 - 15:30
**Anwell Technologies on BD50
and BD-R Production**
Stanley So,
Anwell



15:30
Closing remarks
Frank Hartwig,
President MEDIA-TECH
Association



- Exhibitor List**
- Anwell A33
 - Audiodev A5
 - Axxicon A27
 - Datarius A26
 - dr. schwab A18
 - Eclipse A10
 - Hanky A30
 - Mitek A28
 - MEDIA-TECH Association A2
 - ODC Nimbus A11
 - Oerlikon A29
 - Singulus A16 + A17
 - Plasmon A1
 - Pulstec A14 + A15
 - Sony Chemicals A6
 - UV Tech A22
 - Wing Tech A3

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



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

MEDIA-TECH Networking Party, March 15, 6:00 PM



The MEDIA-TECH Networking Party is known in the industry as the „must attend event“, being one of the highlights at the MEDIA-TECH Showcase & Conference Asia 2011. As professionals are gathering for a superb evening of networking and fun, the MEDIA-TECH NETWORKING PARTY is an excellent arena to discover and meet people.

Join us on March 15, Tuesday evening at the Grand Hyatt Macau!



General Information

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

Showcase Opening Hours

March 14, 2011	Set Up	04.00 pm
March 15, 2011	Opening Hours	11.00 am - 06.00 pm
March 16, 2011	Opening Hours	11.00 am - 04.00 pm
	Dismantling	04.00 pm

Conference Hours

March 15, 2011	Registration	07.45 am
	Opening Ceremony	09.00 am
	Conference	09.00 am - 06.00 pm
	Networking Party	06.00 pm
March 16, 2011	Registration	08.00 am
	Conference	09.00 am - 04.00 pm

The Mastering System for SL and DL Blu-ray Disc as well as 3D BD CrystalLINE

SINGULUS MASTERING, presents the CrystalLine, featuring:

- _Fully automated, inline system concept
- _“Glass Substrates in – Finished Masters out” principle
- _Offering the lowest “cost of ownership”
- _Incorporating SINGULUS proprietary PTM process and SmartCathode™ technology
- 1.5 R recording speed optionnally available



**SINGULUS
MASTERING**
THE BEST SIGNALS FOR YOUR DISCS



MEDIA-TECH Showcase & Conference Europe

May 3-4, 2011, Grand Elysée, Hamburg, Germany

The MEDIA-TECH Showcase & Conference Europe 2011 will live up to its theme of 'Connecting the World of Storage Technology' by being the networking platform for experts from all over the world. Besides conference, showcase and Blu-ray Disc Academy Forum the MEDIA-TECH NETWORKING PARTY is known in the industry as the "must attend event". As professionals are gathering for a superb evening of networking and fun, the MEDIA-TECH NETWORKING PARTY is an excellent arena to discover and meet people.

MEDIA-TECH Showcase Booth Packages

MEDIA-TECH will offer booth packages for the tabletop show. As an exhibitor, you have the choice between packages at different rates and sizes, including packages that are more economical for smaller companies. The booth packages will include general hall carpet, furniture, spotlights and a free company sign.

The Booth Price for Members is amounting to € 2600 per unit, the Booth Price for Non-Members € 2900 per unit.

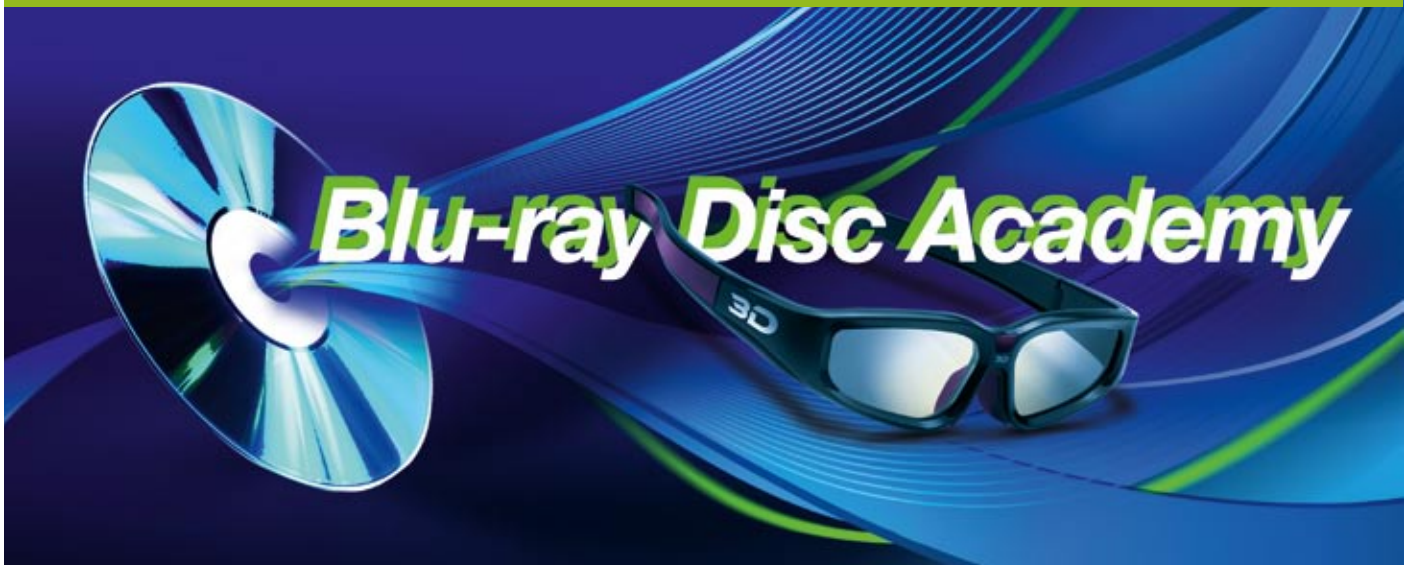
The MEDIA-TECH booth fee includes an attractive package of services and benefits:

- Exhibition booth (3 x 2 m) with white walls, 230 V socket
- 1 Side board, 1 literature rack, 1 waste basket (only one per order)
- 1 Table & 4 chairs
- 1 Conference ticket
- 1 Networking party ticket
- Workshop opportunity (MTA Members 300 €, Non-MTA Members 500 €)
- Logo on website, marketing material, conference book, hall plan



Blu-ray Academy 2011

Everything you ever wanted to know about 3D, but never dared to ask!



Co-located with the MEDIA-TECH Showcase & Conference, this new event will take place 03-04 May 2011 in Hamburg, Germany.

Topics

- Forecasting 3D home entertainment
- Active vs passive 3D TV technology
- Universal 3D glasses
- Stereoscopic TV
- Costs and 'grammar' of 3D production
- 3D authoring
- 2D-to-3D conversion
- 3D Gaming
- Glasses-free 3D autostereoscopy
- 3D broadcasting
- BD-Live and Augmented Reality
- Sensory 3D ...

Speakers confirmed so far

- **Michael Zink**
VP Entertainment Technology Strategy, Technicolor
- **Vicki Betihavas**
Nineteen Fifteen Studios
- **Peter van Hooke**
Producer and Filmmaker
- **Dr Sebastian Knorr**
incube labs
- **Andrew Elia**
CTO, Crossplatform TV Technologies
- **David Mercer**
VP, Strategy Analytics
- **Guy Matteotti**
CEO, TriOviz
- **Dr Amar Aggoun**
Head, 3D VIVANT Project, Brunel University
- **Andy Evans**
MD, The Pavement ...

For continually updated programme details, registration, hotel booking, and sponsorship opportunities, contact info@blurayacademy.com or visit www.blurayacademy.com



MEDIA-TECH Events 2011

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

→ **Book Now!**



2011

03.05.-04.05.2011
Hamburg/Germany

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



Blu-ray Disc Academy
May 3-4
Grand Elysée
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