



MEDIA-TECH Showcase & Conference Asia 2011

March 15-16, Grand Hyatt Macau, China

MEDIA-TECH Asia will take place at the Grand Hyatt in Macau. Invited experts, replicators, content holders along with MEDIA-TECH Association members will

provide the latest information about the trends and the developments of Pre-recorded, Recordable & Rewriteable Blu-ray (BD-R/BD-RE).



Joint Event MEDIA-TECH Conference USA 2011/ Colonial Purchasing

March 23-24, Wynn Hotel, Las Vegas, USA

The MEDIA-TECH Conference in the United States will be a combined event with Colonial Purchasing. The event will take place at the Wynn Hotel

in Las Vegas. Colonial Purchasing is a co-operative venture with over 30 companies in North America and Europe that replicate optical discs.



MEDIA-TECH Showcase & Conference Europe 2011

May 3-4, Grand Elysée, Hamburg, Germany

MEDIA-TECH Europe will take place at the Grand Elysée in Hamburg. The MEDIA-TECH Association joined by the Blu-ray Disc Academy is welcoming the

Media & Storage Industry to take part in a two-day event consisting of several conference sessions focusing on all aspects of Blu-ray and 3D technology.



Blu-ray Disc Academy

May 3-4, Grand Elysée, Hamburg, Germany

The MEDIA-TECH Association together with the Blu-ray Disc Academy is welcoming the Content Creation Industry to take part in a two-day event consisting of several conference sessions focusing

on all aspects of Blu-ray technology, a product showcase, presenting the latest developments in the optical disc and the Blu-ray Disc Academy's Forum, turning its attention to Blu-ray and 3D.



MEDIA-TECH
association

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

www.media-tech.net



MEDIA-TECH Showcase & Conference Asia

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



The 17th Global MEDIA-TECH Event will take place March 15-16, 2011 at the Grand Hyatt in Macau. The MEDIA-TECH Association is welcoming the Media & Storage Industry 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.

MEDIA-TECH Showcase

The MEDIA-TECH Showcase is widely acknowledged as the most important educational event for the packaged media industry and as the perfect environment to present products and technologies of emerging high definition media formats.

MEDIA-TECH Conference

The MEDIA-TECH Conference has become known for its broad program with well-thought presentations by international experts from the ranks of industry's leading format developers, equipment manufacturers, educators, consultants and scientists.

Invited experts, replicators, content holders along with MEDIA-TECH Association members will provide the latest information about the trends and the developments of Blu-ray and the optical disc industry. Prerecorded, Recordable & Rewriteable Blu-ray (BD-R/BD-RE) are the key topics and will include:

Showcase Booth Packages

We will offer you a booth package plan for this tabletop show. As an exhibitor, you have the choice between several packages at different rates and sizes including packages that are more economical for smaller companies.

The 'empty space' package provides an effective method of organization in view of the costs; you will be exhibiting with your own transportable display or rented tables.

The booth packages will include general hall carpet, furniture, spotlights, and a free company sign.

The Booth Price for Members is amounting to € 2900 per unit, the Booth Price for Non-Members € 3200 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
- 5 Vouchers for Showcase entrance
- 1 Conference ticket
- Discount on further conference tickets (1-5 tickets: 10 %, 6-10 tickets: 20 %, more than 10: 25 %)
- 1 Networking party ticket
- Workshop opportunity (MTA Members 300 €, Non-MTA Members 500 €)
- Logo on website, marketing material, conference book, hall plan, etc.

- BD-Recordable and BD-Rewritable Market Overview
- BD-R/BD-RE Technology debate (HTL, LTH, Organic, or Inorganic)
- BD-R/BD-RE, integration and key points
- BD-XL, manufacturing challenges and applications
- BD-R/BD-RE – Equipment, specifications and best practices
- BD-R/BD-RE Licensing Review
- BD-R/BD-RE Hardware – New tools for a Blu-Future
- China-Blu – Information, content and developments
- Supply Chain – Keeping up with consumers disc behaviour
- BD-ROM Market Assessment
- 3D and BD – Is this the market driver?

MEDIA-TECH Showcase & Conference Asia

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

Sponsorship Opportunities

Package 1:

**Platinum Sponsor for two Events:
Asia & Europe, € 10,000**

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Complimentary (8 X 10) exhibit booth with furniture (€ 3000 value)
- Company logo (linked to company website) on every e-mail blast promoting the event
- Free news release on the MEDIA-TECH website
- Company logo and link to company website on the Event website
- Full-page advertisement in onsite program guide (\$1,000 value)
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Company literature at designated sponsor table
- Complete attendee mailing list provided post-show
- Logo on the event banners
- Logo and 100-word description in onsite program guide

Package 2:

Gold Event Sponsor, € 7,000

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Complimentary (8 X 10) exhibit booth with furniture (€ 3000 value)
- Company logo (linked to company website) on every e-mail blast promoting the event
- Free news release on the MEDIA-TECH website
- Company logo and link to company website on the Event website
- Full-page advertisement in onsite program guide (\$1,000 value)
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Company literature at designated sponsor table
- Complete attendee mailing list provided post-show
- Logo on the event banners
- Logo and 100-word description in onsite program guide

Package 3:

**Silver Sponsor Exhibitor & Presenter,
€ 5,000**

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Complimentary (8 X 10) exhibit booth with furniture (€ 3000 value)
- Company logo (linked to company website) on every e-mail blast promoting the event
- Company logo and link to company website on the Event website
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Company literature at designated sponsor table
- Complete attendee mailing list provided post-show
- Logo and 100-word description in onsite program guide

Package 4:

Networking Party Sponsor, € 5,000

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Complimentary (8 X 10) exhibit booth with furniture (€ 3000 value)
- Company logo (linked to company website) on every e-mail blast promoting the event
- Company logo and link to company website on the Event website
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Company literature at designated sponsor table
- Complete attendee mailing list provided post-show
- Logo and 100-word description in onsite program guide
- Banner with Logo at the Networking Party

Package 5:

Lunch Sponsor, € 5,000

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Company logo (linked to company website) on every e-mail blast promoting the event
- Company logo and link to company website on the Event website
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Complete attendee mailing list provided post-show
- Logo and 100-word description in onsite program guide
- Banner with Logo at the lunch Area

Package 6:

Bronze Sponsor, € 3,000

- Company logo (linked to company website) on every e-mail blast promoting the event
- Company logo and link to company website on the Event website
- Visual recognition on signage; verbal and visual recognition in General Session sponsor slide presentation
- Company literature at designated sponsor table
- Complete attendee mailing list provided post-show
- Logo and 100-word description in onsite program guide

Package 7:

Coffee Break Sponsor, € 1,000

- Speaker Opportunity at the MEDIA-TECH Workshop Sessions
- Company logo (linked to company website) on every e-mail blast promoting the event
- Company logo and link to company website on the Event website
- Complete attendee mailing list provided post-show
- Logo and 100-word description in onsite program guide
- Banner with Logo at the Networking Party



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 Disc Academy 2011

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

Blu-ray Disc and 3D Home Entertainment

Now that Blu-ray is well entrenched in the consumer market as the carrier of genuine high definition content to the home, it was inevitable that the standard should sooner or later become the media of choice for the next technological frontier – 3D stereoscopy. The surprise is how fast the Blu-ray Disc community enshrined a 3D BD standard. Even more surprising is the speed – the hurry? – with which the consumer electronics industry is embracing 3D. Who could have predicted earlier this year, when 3D developments were just mumblings, that we would be talking about a 3D Christmas?

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. Publishers large and small are wondering what it takes to “do” 3D. And there are already 3D consumer camcorders!

Barely fully formed, the pricetag of 3D hardware is already falling off the cliff. At this writing, 3D BD players can be grabbed for \$65 in the US. In my supermarket here in the UK, the Blu-ray boxset with six Harry Potter films goes for £25! Is 2D BD already passé? Is there enough 3D content in the pipeline being produced to satisfy the market’s gargantuan appetite? Is 3D the preserve of Hollywood studios or is it within the reach of independents? Is 3D only for blockbusters or are documentary makers ready to take the baton? Will publishers cut corner with cheap 2D-to-3D conversion kits to rush content to the market? Can broadcasters compete with packaged media in bringing 3D into the home? How far – or close – are we from glass-free 3D stereoscopy? Will consumers hold their breath and wait for it?

All these questions and others will be addressed – and hopefully answered – at the second Blu-ray Disc Academy event taking place on 3-4 May 2011 in Hamburg, Germany. By May next year, the 3D BD market will have already evolved with signposts more clearly visible. That’s the reason why the Blu-ray Disc Academy will be entirely

devoted to 3D home entertainment. And to do justice to all the facets of this emerging market, we are dedicating two full days to dig into it.

Like the successful event last year, the 2011 edition will combined presentations and demonstrations by the pioneers who are pushing the technological and creative envelopes. In doing so, the Blu-ray Disc Academy will maintain its unique status as the place to be to gain the broadest knowledge of the 3D home entertainment market, to learn from those who are creating it, to explore partnerships and to turn information into commercial opportunities.

Over the next few weeks, we will be announcing speakers and companies anxious to showcase 3D in action. So, stay tuned!

www.blurayacademy.com



Forum Director Jean-Luc Renaud



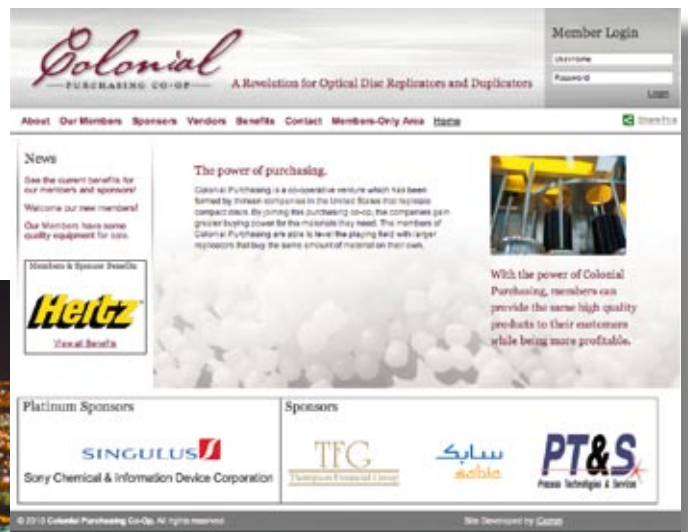
Joint Event MEDIA-TECH / Colonial Purchasing

March 23-24, 2011, Wynn Hotel, Las Vegas, USA

The MEDIA-TECH Conference in the United States will be a combined event with Colonial Purchasing. The event will take place at the Wynn Hotel in Las Vegas.

Colonial Purchasing is a co-operative venture with over 30 companies in North America and Europe that replicate optical discs.

Further information will be distributed soon and will also be available online.



Colonial Purchasing is the power of purchasing

Colonial Purchasing is a co-operative venture which has been formed by thirteen companies in the United States that replicate compact discs. By joining this purchasing co-op, the companies gain greater buying power for the materials they need. The members of Colonial Purchasing are able to level the playing field with larger replicators that buy the same amount of material on their own.

A new revolution

In a time where the cost of materials necessary to make compact discs have risen dramatically, a co-operative venture was formed. Thirteen compact disc manufacturers in the United States met in Philadelphia to form a new alliance called Colonial Purchasing.

By joining this co-op, the companies gained greater buying power for the materials they need to replicate compact discs. Under the co-operative's agreement, resin and a variety of other volume materials for replicating, printing, and packaging are bought in larger quantities, yielding lower price points.

If each company was to buy its own materials at their own quantity, than it would be more difficult for them to make a profit without raising their prices. The members of Colonial Purchasing are able to provide high quality products to their customers while being competitively priced. In the end, our members can increase their profitability while keeping their customers completely satisfied.

Meet our members!

- The ADS Group
- Americ Disc
- American Media International, LTD (AMI)
- Blue Media Supply
- CDigital
- CD Video Manufacturing, Inc.
- CDI Media, Inc.
- Cine Magnetics
- The Dering Corporation
- Disc Makers
- Digital Flex Media, Inc.
- Duplium
- Great Lakes Media Technology, Inc.
- Infiniti Packaging, LLC.
- Infodisc Technologies, GmbH
- IMS (International Media Services)
- MAM-A, Inc.
- New Life Digital Media
- Optical Experts Manufacturing, Inc.
- Rainbo Records
- Reel Picture Productions, LLC
- Spinergy
- Stamper Technology, Inc.
- Synchronicity Mastering Services
- Synergem
- Video Services Group, Inc.
- WTSmedia

Meet our sponsors!



Need some information?

If you would like information about Colonial Purchasing, or would like to join our co-operative venture, please contact us:

Doug Franzen
+1.704.804.2653
doug@colonialpurchasing.com



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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SINGULUS TECHNOLOGIES AG _ mail: sales@singulus.de _ tel: +49-6188-4400 _ www.singulus.de