



MEDIA-TECH Showcase & Conference Asia

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



The MEDIA-TECH Showcase & Conference Asia will gather the Media & Storage industry in Macau, China, March 15-16, 2011. Several well-established international companies have already made a booth reservation. During the two-day event attendees will have the chance to get informed about the latest products and technologies and the attendant representatives of the packaged media industry will meet their customers.

The MEDIA-TECH Showcase & Conference Asia will center on Blu-ray Discs, the influence of 3D and the technological developments of Recordable & Rewriteable Blu-ray (BD-R/BD-RE). Exhibitors and attendees at MEDIA-TECH Showcase & Conference Asia will catch the latest news on packaged media, have a closer look on Prerecorded Blu-ray and the influence of 3D, get updated in BD-R/BD-RE and will have the opportunity to take advantage of our networking platform.

We look forward to welcoming you in 2011 as an exhibitor or attendee at MEDIA-TECH Showcase & Conference Asia in Macau.



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

Preliminary Program

Day 1: March 15, 2011

Welcome Remarks	09.00 am	<ul style="list-style-type: none"> - Evolving recordable Blu-ray landscape – setting the focus for BD-R and BD XL - Introductory remarks – sustainability is the key to success - China market update – getting ready for Blu-ray <p><i>Coffee break</i></p> <ul style="list-style-type: none"> - Keeping pace with recordable Blu-ray - 4th generation Optical Disc – recordable via bio-nanotechnology - The art of 3D standardization - 2D to 3D conversion techniques <p><i>Networking lunch</i></p> <ul style="list-style-type: none"> - Panel discussion amongst Asia BD producers - Advanced Blu-ray- recordable devices <p><i>Coffee break</i></p>
Technical Session	04.00 pm	<ul style="list-style-type: none"> - Future optical disc characterisation - Sputtering system for BD-R production - BR-R inline production system - BD-RE initializer BCA marker - Process control for recordable Blu-ray disc production
Networking Party	06.00 pm	

Day 2: March 16, 2011

Start Conference Day 2	09.00 am	<ul style="list-style-type: none"> - China Optical Disc Association - BD licensing update – navigating the reality of Blu-ray - China film market – disc or digital? - 2D to 3D image conversion technology <p><i>Coffee break</i></p> <ul style="list-style-type: none"> - Global consumer expectations of Blu-ray recordable - Online influence to packaged media <p><i>Networking lunch</i></p>
Technical Session	02.00 pm	<ul style="list-style-type: none"> - LTH, BD-R, production and development status for high-speed and dual layer - Testing equipment for BD production - Materials for BD manufacturing - Copy to go
End of Conference	04.00 pm	



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

Conference Registration online now!

Take the chance and register now for MEDIA-TECH Showcase & Conference Asia 2011. Take part in conference sessions providing a broad program with well-thought presentations by international experts from the ranks of industry's leading format developers, equipment manufacturers, educators, consultants and scientists.

Following, the fees for showcase and conference:

- Conference fee for MEDIA-TECH members 190 €
- Regular conference fee 390 €

Besides the conference registration, it is also an option to register just for the showcase.

The booking of a booth already includes 1 Conference ticket and the advantage of a discount on further conference tickets (1-5 tickets: 10 %, 6-10 tickets: 20 %, more than 10: 25 %).

To take part in the MEDIA-TECH Conference, follow the instructions on the MEDIA-TECH Website. In case you haven't registered so far, please follow the link [Already Registered?](http://www.media-tech.net/en/scasia11/conference/conference-registration.html) to complete the registration. Afterwards, you can enter your registration for MEDIA-TECH Showcase & Conference Asia.

Register online:
<http://www.media-tech.net/en/scasia11/conference/conference-registration.html>



Hotel Booking for MEDIA-TECH Showcase & Conference Asia now open!



These special MEDIA-TECH rates are available:

- **Grand Deluxe King** **HKD 1,400**
including WiFi Internet access & 1 daily breakfast
- **Grand Deluxe Twin** **HKD 1,700**
including WiFi Internet access & 2 daily breakfasts

The rates are based on HKD and are quoted on a per room/per night basis, subject to ten percent (10%) service charge and the five percent (5%) government tax.

The Grand Hyatt Macau is located in the Cotai area between the islands of Coloane and Taipa, off the tip of Macau Peninsula, China. The four star house promises to provide magnificent services to every guest visiting the cosmopolitan cultural city of 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

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



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

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.



SINGULUS
Smart Solutions to Drive the Future.

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