

2011 6Sight Mobile Imaging Summit Program Overview

At the 2011 6Sight Mobile Imaging Summit, we organize our program into a series of sessions that present an overview of a particular subject and offer a variety of views on the topic. Often, these include a 10-minute Showcase of a new technology by its developer as well as a panel discussion. Listed below are the topics being considered for the conference at the Malmo Hilton Hotel in Malmo Sweden, on November 15-17, 2011. We invite your comments, speaker submissions and ideas by submitting them [here](#).

Tuesday, November 15

3:00 pm - 7:00 pm

Registration

5:30 pm - 7:00 pm

Welcome Reception

Wednesday, November 16

8:30 a.m. - 8:45 a.m.

Welcome Presentation

Speaker: Chad Munce, PMA

Speaker: Hakan Persson, Scalado

8:45 a.m. - 9:20 a.m.

Keynote Speaker: Patrik Olsson, Sony Ericsson

9:20 a.m. – 9:30 a.m.

Q&A

9:30 a.m. - 10:00 a.m.

Break in the Tech Fair

10:00 a.m. - 10:30 a.m.

Presentation: **Mobile Imaging – Global Technology Trends**

Speaker: Tony Henning, 6Sight Report

Description: Senior Analyst Tony Henning, who has been tracking Mobile Imaging since 2000, will present the current state of camera-phones and mobile imaging technology around the world and look at where the industry is headed.

10:30 a.m. – 10:40 a.m.

New Technology Showcase: Sony Ericsson

Presenter: Mats Wernersson, Sony Ericsson

10:40 a.m. – 11:25 a.m.

Panel: **Camera-Phones: The Leading Image Capture Devices**

Moderator: Tony Henning, 6Sight Report

Speaker: Mats Wernersson, Sony Ericsson

Description: Panelists will discuss their views of the industry, challenges past, present, and future, and what the next generation of camera-phones will bring to the market.

11:25 a.m. – 11:35 a.m.

New Technology Showcase:

11:35 a.m. – 12:20 p.m.

Panel: **Mobile Operating Systems**

Moderator: J. Gerry Purdy, Ph.D., MobileTrax

Description: Mobile imaging is managed by mobile operating systems. This session will address the support by the mobile OS for creating, editing and managing mobile imaging. This panel will also cover how mobile operating systems assist in mobile image management and will include participants from the developers of these mobile operating systems and software development firms that use mobile operating systems to create and manage mobile images.

12:20 p.m. - 1:40 p.m.

Lunch in the Tech Fair

1:40 p.m. – 1:50 p.m.

New Technology Showcase:

1:50 p.m. – 2:00 p.m.

New Technology Showcase:

- 2:00 p.m. – 2:45 p.m. **Panel: Image Sensors**
Moderator: Tony Henning, 6Sight Report
Description: CMOS developers and manufacturers face an almost insurmountable obstacle — they must fit higher and higher resolution sensors into the same tiny footprint inside increasingly slim mobile phones, while at the same time not compromising quality and sensitivity as the individual pixels shrink to microscopic proportions. Panelists will discuss how this challenge has been met and provide a look forward at current and future developments.
- 2:45 p.m. – 2:55 p.m. **New Technology Showcase: Scalado**
Presenter: Sami Niemi, Scalado
- 2:55 p.m. – 3:45 p.m. **Panel: Image Processing**
Moderator: J. Gerry Purdy, Ph.D., MobileTrax
Speakers: Chris Pedersen, NVIDIA; David Boardman, URC Ventures
Description: User generated imaging is driving an explosion in mobile image processing. This session will address the challenges and opportunities in processing images in mobile devices. This includes mobile photo generation and sharing, image editing and management, posting to social networks and image enhancements. This session will include discussions from both a hardware and software perspective.
- 3:45 p.m. – 4:15 p.m. **Break in Tech Fair**
- 4:15 p.m. – 5:00 p.m. **Panel: Camera Phone Optics**
Moderator: Tony Henning, 6Sight Report
Description: Gathering enough light and focusing it on micron and sub-micron photodiodes is the task of the lens developers and manufacturers. Panelists will debate plastic vs. glass, traditional vs. innovative algorithmic approaches, and discuss prospects for auto-focus, macro, and optical zoom in mobile cameras.
- 6:30 p.m. – 8:30 p.m. **Dinner / Reception at Malmo City Hall**

Thursday, November 17

- 8:30 a.m. - 8:40 a.m. **Day Two: Mobile Photo Experience**
- 8:45 a.m. - 9:20 a.m. **Welcome Back**
Speaker: Chad Munce, PMA
- 9:20 a.m. – 9:30 a.m. **Keynote Speaker: Kalle Åström, Lund University**
- 9:30 a.m. - 10:00 a.m. **Q&A**
- 10:00 a.m. – 10:20 a.m. Presentation: **Mobile Imaging – Market Trends**
Speaker: Gerry Purdy, MobileTrax
- 10:20 a.m. - 11:05 a.m. **Break in the Tech Fair**
- 11:05 a.m. – 11:50 a.m. **Panel: Mobile Operators**
Moderator: J. Gerry Purdy, Ph.D., MobileTrax
Description: Mobile operators are under siege from images being created by mobile devices, and the situation is going to get a lot worse in the next few years as more smartphones and tablets come online. This session will cover the challenges operators face and how firms are providing ways to make it easier for the operator. The panel will also include the tradeoff between 3G/4G cellular and Wi-Fi communications.
- 11:05 a.m. – 11:50 a.m. **Panel: Augmented Reality**
Moderator: Paul Worthington, 6Sight Report
Speakers: Richard Savage, Qualcomm Europe
Description: Augmented reality merges image capture, high-

resolution displays, computation, and conductivity to overlay information and graphics on top of our live camera phone view of the world around us. This innovative development promises to impact imaging, entertainment, personal computers, and many other aspects of modern life. This session will showcase the latest tools and services that are either on the market now or in development for imminent release.

11:50 a.m. – 12:00 p.m.

New Technology Showcase

12:00 p.m. – 1:15 p.m.

Lunch in the Tech Fair

1:15 p.m. – 2:00 p.m.

Panel: Mobile Imaging Apps

Moderator: **Paul Worthington**, 6Sight Report

Description: Smart phones are not distinguished from regular cameras simply because they are connected devices we always have with us. Perhaps more importantly, they are pocket-sized computers that can perform interesting, useful, and fun functions on our photographs. Imaging apps take tasks that were complicated on desktop PCs and present them with pushbutton simplicity for mass adoption by camera phone users. This session will feature leading developers of imaging apps — and speakers from the businesses either enhanced or threatened by them — discussing how this new paradigm for picture editing will impact capture devices, image editing software, and photography overall.

2:00 p.m. – 2:15 p.m.

Presentation: State of Social Imaging

Speaker: **Paul Worthington**, 6Sight Report

Description: Throughout the history of photography, most photographs have been captured for social reasons: to show someone else what we are seeing. Today, technology has caught up with what had been merely pent-up demand for an easy way to share our images with dozens of friends and family — or millions of viewers worldwide — and now Facebook features more photos in a week than any other image source a few years ago had ever displayed. This session will examine what the explosion of social imaging means for those in the capture and printing businesses — and what other imaging opportunities are now emerging.

2:15 p.m. – 3:00 p.m.

Panel: Social Imaging Explosion

Moderator: **Paul Worthington**, 6Sight Report

Speakers: **Frank Simon**, ECCE TERRAM

Description: Leading developers of social imaging services and platforms will explain their business models, and promote the opportunities they provide for others in the photography industry.

3:00 p.m. - 3:10 p.m.

New Technology Showcase

Presenter: **Herwig Henseler**, ECCE TERRAM

3:10 p.m. - 3:45 p.m.

Break in the Tech Fair

3:45 p.m. - 4:45 p.m.

Presentation: Analyst Presentations and Discussion

Moderator: **Chad Munce**