

2012 6Sight Future of Imaging Conference Program Overview

The 2012 6Sight Future of Imaging Conference program is organized into a series of sessions that present an overview of a particular subject and offer a variety of views on that topic. Often, this includes a 10-minute Showcase of a new technology by its developer as well as a panel discussion and an overview presentation. Listed below are the sessions planned for the conference at the Metropolitan Pavilion in New York, on June 25-26, 2012. We invite your comments, speaker submissions and ideas by submitting them [here](#).

Monday, June 25	Day One: Today's Trends
7:30 a.m. – 5:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Networking Breakfast in the Tech Fair
8:30 a.m. – 8:45 a.m.	Welcome Presentation <i>Speaker: Joe Byrd, 6Sight</i> <i>Speaker: Hakan Persson, Scalado</i>
8:45 a.m. – 9:00 a.m.	Presentation: Today's Top Imaging Trends Overview <i>Speakers: Paul Worthington, 6Sight Report; Tony Henning, 6Sight Report</i> <i>Description: What are the top trends affecting imaging today and what impact will they have. Trends will include connected imaging devices, image sharing, mobile apps, smart imaging (facial and scene recognition, GPS, etc.), sensors and processors, optics, and displays.</i>
9:00 a.m. – 9:30 a.m.	Presentation: Keynote Speaker: TBD
9:30 a.m. – 10:15 a.m.	Panel: Today's Imaging Trends <i>Moderator: Paul Worthington, 6Sight Report</i> <i>Speaker:</i> <i>Description: Panelists will discuss their views of the top industry trends that will alter how we view and use imaging today.</i>
10:15 a.m. – 10:45 a.m.	Networking Break in the Tech Fair
10:45 a.m. – 10:55 a.m.	New Technology Showcase:
10:55 a.m. – 11:40 a.m.	Panel: Advances in Camera Capture <i>Moderator: Paul Worthington, 6Sight Report</i> <i>Speakers:</i> <i>Description: Digital cameras have radically improved in little more than a decade. Affordable, quality cameras are ubiquitous today. Those improvements and cost reductions bring a new challenge: What will make consumers buy new cameras, and how can the industry continue to grow and profit? What role will innovations such as WiFi connectivity, computational imaging, and mirrorless capture play? Imaging industry experts will discuss the latest innovations that will enter the consumer and prosumer photography markets, and change the way we capture and share images.</i>
11:40 a.m. – 11:50 a.m.	New Technology Showcase:
11:50 a.m. – 12:20 p.m.	Presentation: Camera Phone Global Trends <i>Speaker: Tony Henning, 6Sight Report</i> <i>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.</i>
12:20 p.m. – 1:30 p.m.	Networking Lunch in the Tech Fair
1:30 p.m. – 1:40 p.m.	New Technology Showcase:
1:40 p.m. – 1:50 p.m.	New Technology Showcase:

1:50 p.m. – 2:35 p.m.	<p>Panel: Sensors & Optics: Inside the Mobile Phone & Camera <i>Moderator:</i> Tony Henning, 6Sight Report <i>Speakers:</i> Kartik Venkataraman, Pelican Imaging <i>Description:</i> 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 and consumer cameras, while at the same time not compromising quality and sensitivity as the individual pixels shrink to microscopic proportions. The task of gathering enough light and focusing it on these shrinking photodiodes falls to lens developers and manufacturers. Panelists will discuss how these challenges are being met and provide a look forward at current and future developments.</p>
2:35 p.m. – 3:05 p.m.	<p>Presentation: Mobile Imaging Market Trends <i>Speaker:</i> J. Gerry Purdy, Ph.D., MobileTrax</p>
3:05 p.m. – 3:15 p.m.	<p>New Technology Showcase: Scalado <i>Presenter:</i> Sami Niemi, Scalado</p>
3:15 p.m. – 3:45 p.m.	<p>Networking Break in Tech Fair</p>
3:45 p.m. – 4:30 p.m.	<p>Panel: Image Processing <i>Moderator:</i> J. Gerry Purdy, Ph.D., MobileTrax <i>Speakers:</i> Chris Pedersen, NVIDIA; Sami Niemi, Scalado; Juha Alakarhu, Nokia <i>Description:</i> This session will address the challenges and opportunities in processing images in mobile and camera devices. This includes photo generation, image editing, and image enhancements. This session will include discussions from both a hardware and software perspective for both mobile and connected camera devices.</p>
4:30 p.m. – 4:40 p.m.	<p>New Technology Showcase: Nokia <i>Presenter:</i> Juha Alakarhu, Nokia</p>
4:40 p.m. – 5:25 p.m.	<p>Panel: Mobile Imaging Management <i>Moderator:</i> J. Gerry Purdy, Ph.D., MobileTrax <i>Description:</i> 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 and third parties face and how they are making it easier for the consumer. The panel will also include the tradeoff between 3G/4G cellular and Wi-Fi communications.</p>
5:30 p.m. – 7:00 p.m.	<p>Networking Reception</p>
Tuesday, June 26	<p>Day Two: Tomorrow's Trends</p>
7:30 a.m. – 5:30 p.m.	<p>Registration</p>
7:30 a.m. – 8:30 a.m.	<p>InfoBreakfast <i>Speakers:</i> Ed Lee, InfoTrends; David Haueter, InfoTrends <i>Description:</i> Join the InfoTrends' team for an informative session on key market trends that are expected to shape both the current and future direction of the photo industry. InfoTrends Analysts will leverage data from recent market forecasts and end user studies to provide an assessment of the current state of the market and of new opportunities.</p>
8:30 a.m. – 8:40 a.m.	<p>Welcome Back <i>Speaker:</i> Joe Byrd, 6Sight</p>
8:40 a.m. – 9:00 a.m.	<p>Presentation: Tomorrow's Top Imaging Innovations Overview <i>Speakers:</i> Paul Worthington, 6Sight Report; Tony Henning, 6Sight Report <i>Description:</i> Imaging Innovations will impact the way we take and use photographs in the future</p>

	including Augmented Reality, 3D (virtual modeling and stereoscopic), surveillance, automotive, and medial.
9:00 a.m. – 9:30 a.m.	Presentation: Keynote Speaker: TBD
9:30 a.m. – 10:00 a.m.	Networking Break in the Tech Fair
10:00 a.m. – 10:45 a.m.	Panel: Imaging Everywhere Moderator: Paul Worthington , 6Sight Report Speakers: Description: Cameras are everywhere in our lives, monitoring our lives from our babies in their cribs to our citizens on our streets and even in the cars that we drive. What effect will this omnipresent imaging play in shaping our society?
10:45 a.m. – 11:30 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 session will feature leading developers of 3D devices — and speakers from the businesses enhanced by them.
11:30 a.m. – 12:15 p.m.	Panel: Imaging Apps Moderator: Paul Worthington , 6Sight Report Speakers: Darren Kelly , PhotoBucket.com 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 and operating systems 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 operating systems — 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.
12:15 p.m. – 1:15 p.m.	Networking Lunch in the Tech Fair
1:15 p.m. – 2:00 p.m.	Panel: Connected Cameras Moderator: Tony Henning , 6Sight Report Speakers: Steve Linke , Verizon Description: Photography is more than capturing images — it's also about sharing those pictures. For standard cameras to better compete with mobile phones, they have to better match the image sharing and visual communications capabilities of a smart phone. Cameras with built-in WiFi have been available for years, and cards from Eye-Fi also added this capability. But now connectivity means more than uploading images to a computer without a cable — now a camera can set up its own hotspot to send photos to the Internet through a WiFi-tethered phone, using its data connection... or better yet, work independently with its own 3G data connection. What are the practical limitations camera makers must overcome here — and what are the possibilities ahead?
2:00 p.m. – 2:20 p.m.	Presentation: Social Imaging Survey Speaker: Hans Hartman , Suite 48 Description: Social imaging is taking off. Today's connected generation of photographers take, enhance and share more photos than ever before — and they also have more choices than ever for the products and services they use to enjoy photography. How does this connected generation make these choices? What drives their decisions? And in what direction are their choices trending? In this session we will present the main findings of the 6Sight Social Imaging Survey Report.
2:20 p.m. – 2:30 p.m.	New Technology Showcase:

2:30 p.m. – 2:40 p.m.	<p>New Technology Showcase: ECCE TERRAM <i>Presenter:</i> Herwig Henseler, ECCE TERRAM</p>
2:40 p.m. – 3:10 p.m.	<p>Networking Break in the Tech Fair</p>
3:10 p.m. – 3:55 p.m.	<p>Panel: Social Imaging <i>Moderator:</i> Paul Worthington, 6Sight Report <i>Speakers:</i> Herwig Henseler, ECCE TERRAM; Hans Hartman, Suite 48 <i>Description:</i> Photography is more than capturing images — it's also about sharing those pictures. What are leading developers of social imaging services and platforms creating to take advantage of these capabilities? Our panelists will explain their business models, and promote the opportunities they provide for others in the photography industry.</p>
3:55 p.m. – 4:40 p.m.	<p>Panel: Analyst Roundtable <i>Moderator:</i> Kristy Holch <i>Description:</i> <i>Speakers:</i> Alex Spektor, Strategy Analytics; Liz Cutting, NPD; Marion Knoche, Gfk</p>
4:40 p.m. – 5:00 p.m.	<p>New Technology Showcase: Xerox <i>Presenter:</i> Craig Saunders, Xerox <i>Description:</i> With ubiquitous media assets such as photos and videos, users demand more powerful tools to access, organize, or manipulate the content. Moreover, users want tools that are personalized to their needs and their way of working. We can now improve the intelligence of such tools, so they learn from the user's activities and then, for example, tag newer images automatically based on how earlier pictures were used. This data-driven approach enables a range of new applications. Xerox will present the work it is doing with computer vision research, and the new functionality this paradigm can bring to better using pictures.</p>
5:00 p.m. – 5:25 p.m.	<p>Panel: Intelligent Imaging <i>Speaker:</i> Paul Worthington, 6Sight Report <i>Description:</i> Cameras and phones capture more than just pictures, and pictures themselves capture more than just a representation of a scene. There is also GPS location, date and time, colors and objects that can be recognized. That photo of your friend can also hold data about where and when it was taken, and intelligent searches and pattern recognition can reveal such facts as the names of everyone in the background, historical information on the buildings nearby, and more — and all this information can prove useful in how we find, share, print and otherwise use our pictures — and how we can intelligently access the great number of pictures we can no find on the Internet.</p>
5:25 p.m. – 5:40 p.m.	<p>Panel: 6Sight 6 Wrap-up <i>Moderator:</i> Joe Byrd, 6Sight <i>Description:</i> Now that we understand the top 6 imaging trends where do we go from here? <i>Speakers:</i> Paul Worthington, 6Sight Report; Tony Henning, 6Sight Report</p>
5:40 p.m. – 7:00 p.m.	<p>CE Line Show Opening Reception hosted by Women in CE</p>