

2012 6Sight Future of Imaging Conference Program

The 6Sight Future of Imaging Conference is organized into a series of sessions presenting an overview and a panel discussion on important subjects. Some topics are emphasized with a 10-minute Showcase of a new technology by its developer.

Here we present the sessions scheduled for the conference at the Metropolitan Pavilion in New York, on June 25-26, 2012. We invite your comments, speaker applications, and additional ideas [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>
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, sensors and processors, optics, and displays.</i>
9:00 a.m. – 9:30 a.m.	Presentation: MIT Media Lab Innovations <i>Speaker: Aydin Arpa, MIT Media Lab</i> <i>Description: MIT Media Lab focuses on creating tools to better capture and share visual information. Their goal is to create an entirely new class of imaging platforms that have an understanding of the world that far exceeds human ability and produce meaningful abstractions that are well within human comprehensibility. This presentation will touch on exciting new projects like the Flutter Shutter camera, Coded Exposure, Mask based Light Field Camera, Bokode, Second Skin, Netra/Catra, Computational Microscopy via cellphones, and Femtosecond Transient Imaging (Looking around the corner).</i>
9:30 a.m. – 10:00 a.m.	Networking Break in the Tech Fair
10:00 a.m. – 10:55 a.m.	Panel: Advances in Camera Capture <i>Moderator: Paul Worthington, 6Sight Report</i> <i>Speakers: Mike Kahn, Sony Electronics; Jay Kelbley, Samsung; Jerry Grossman, Photo Industry Reporter; Kaycee Baker, Fujifilm; Markus Wierzoch, Artefact; and David Hartung, Liquid Image</i> <i>Description: Digital cameras have improved dramatically in the last 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 in the consumer and prosumer photography markets that are and changing the way we capture and share images.</i>
10:55 a.m. – 11:30 a.m.	Presentation: Camera Phone Global Technology 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>
11:30 a.m. – 12:15 p.m.	Panel: Sensors & Optics: Inside the Mobile Phone & Camera <i>Moderator: Tony Henning, 6Sight Report</i> <i>Speakers: Kartik Venkataraman, Pelican Imaging; Jean Chao, Toshiba America Electronic Components; Jon Hermarn Ulvensoen, PoLight</i> <i>Description: CMOS manufacturers face an almost insurmountable obstacle: they must fit higher and higher resolution sensors into increasingly slim phones and cameras, without compromising quality and sensitivity even as the individual pixels shrink to microscopic proportions. Optics developers work to gather enough light and focus it on those shrinking photodiodes.. Panelists will discuss how these</i>

challenges are met, and provide a look forward at future developments.

12:15 p.m. – 1:30 p.m.

Networking Lunch in the Tech Fair

1:30 p.m. – 1:50 p.m.

New Technology Showcase: Nokia

Presenter: **Juha Alakarhu**, Nokia

Description: Does the number of megapixels really matter? How did Nokia bend the rules of physics to develop its 808 PureView technology? One of the creators of Nokia's PureView camera will present its technology principles, and discuss how it may change the way photos are taken.

1:50 p.m. – 2:20 p.m.

Presentation: **Mobile Imaging Market Trends**

Speaker: **J. Gerry Purdy, Ph.D.**, MobileTrax

Description: Dr. Purdy will present his insights on the mobile imaging market providing analysis and forecast of both technology and markets. This presentation will provide context and overview for the panel sessions.

2:20 p.m. – 2:30 p.m.

New Technology Showcase: Scalado

Presenter: **Sami Niemi**, Scalado

Description: Sami is going to present advanced technologies for redefining the capture of moments, and the means for re-living them on any screen - anywhere.

2:30 p.m. – 3:15 p.m.

Panel: **Image Processing**

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

Speakers: **Sami Niemi**, Scalado; **Juha Alakarhu**, Nokia; **Kartik Venkataraman**, Pelican Imaging; **Avner Goren**, Texas Instruments

Description: What are 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 hardware and software perspectives, for both mobile and connected camera devices.

3:15 p.m. – 3:45 p.m.

Networking Break in Tech Fair

3:45 p.m. – 4:30 p.m.

Panel: **Mobile Imaging Ecosystem Management**

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

Speakers: **Steve Linke**, Verizon Wireless; **Avner Goren**, Texas Instruments, , **Jason Purdy**, Affiliated Analyst, MobileTrax & The Associated Press

Description: Mobile operators are under siege from images captured on mobile devices, and the situation is going to get even 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 make it easier for the consumer. The panel will also discuss the tradeoff between 3G/4G cellular and Wi-Fi communications.

4:30 p.m. – 4:40 p.m.

New Technology Showcase: ScanCafe

Presenter: **Laurent Martin**, ScanCafe

Description: ScanCafe Photobook design service is an affordable and proven alternative photobook creation method that minimizes abandonment, increases sales, and reaches out to new market segments.

4:40 p.m. – 5:25 p.m.

Panel: **Evolution of Photo Services**

Moderator: **Gary Pageau**, 6Sight

Speakers: **Laurent Martin**, ScanCafe; **Yves Gagnon**, Mediaclip; **Joellyn Gray**, Fujifilm; **John Lacagnina**, ColorCentric

Description: Faced with digital, augmented, 3D and other high-tech types of display, printed pictures are not standing still: Photos are printed on more surfaces, substrates, and different items than ever before. Also, new techniques and systems are making it easier to incorporate older valuable analog prints into new media. This session will feature vendors showcasing the latest innovations in input and output, and discuss what the future holds for tactile hard-copy prints and other "real world" imaging media.

5:25 p.m. – 5:35 p.m.

AIE Annual Meeting: Election of Officers

Tuesday, June 26

Day Two: Tomorrow's Trends

7:30 a.m. – 5:30 p.m.

Registration

7:30 a.m. – 8:30 a.m.

InfoBreakfast

Speakers: **Ed Lee**, InfoTrends; **David Haueter**, InfoTrends

Description: Join the InfoTrends' team for an informative session on the key market trends expected to shape the 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 look forward to opportunities.

8:30 a.m. – 8:40 a.m.

Welcome Back

Speaker: **Joe Byrd**, 6Sight

8:40 a.m. – 9:00 a.m.

Presentation: **Tomorrow's Top Imaging Innovations Overview**

Speakers: **Paul Worthington**, 6Sight Report; **Tony Henning**, 6Sight Report

Description: A round-up of Imaging Innovations that will impact the way we take and use photographs in the future, including Augmented Reality, 3D modeling, stereoscopic viewing, surveillance, smart imaging (facial and scene recognition, GPS, etc.), automotive, and medical.

9:00 a.m. – 9:30 a.m.

Presentation: **Keynote Speaker: Gary Shapiro**, CEA — **Innovation in Imaging**

Description: Innovation in digital imaging is at the forefront of consumer electronics trends. In this session Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA) and author of "The Comeback: How Innovation Will Restore the American Dream," will discuss how the shift from film to digital, to the recent development of the mirror-less camera, illustrates the kind of American innovation that pushes the evolution of the marketplace – and our national economy.

9:30 a.m. – 10:00 a.m.

Networking Break in the Tech Fair

10:00 a.m. – 10:55 a.m.

Panel: **Connected Cameras**

Moderator: **Tony Henning**, 6Sight Report

Speakers: **Steve Linke**, Verizon; **Yuval Koren**, Eye-Fi; **Giovanni Tomaselli**, ION Inc.; **Mike Kahn**, Sony Electronics; **Jose Hernandez**, Samsung

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. Tomorrow's cameras will set up hotspot to send photos to the Internet through a WiFi-tethered phone, or work independently with an integrated 3G connection. What are the practical limitations camera makers must overcome here — and what are the possibilities ahead?

10:55 a.m. – 11:40 a.m.

Panel: **Mobile Imaging Apps**

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

Speakers: **Michael Rubin**, Tiffen; **Sami Niemi**, Scalado; **Reiner Fageth**, CeWe

Description: Smart phones are not just connected cameras: perhaps more importantly, they are also 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 imaging apps and operating systems developers, discussing how this new paradigm for picture editing will impact capture devices, image editing software, and photography overall.

11:40 a.m. – 11:50 p.m.	<p>New Technology Showcase: ECCE TERRAM <i>Presenter: Herwig Henseler, ECCE TERRAM</i> <i>Description:</i> Photo2Lab Software Suite is a photo/print software solution for retailers, commercial printers and photo-labs that enables your customers to use whichever order channel is most convenient for them: desktop, web client, native mobile, and social app or kiosk solution. Using state-of-the-art technologies like HTML5 and Social Media, our solution is easy to integrate and brandable to fit your needs.</p>
11:50 p.m. – 1:00 p.m.	<p>Networking Lunch in the Tech Fair</p>
1:00 p.m. – 1:20 p.m.	<p>Presentation: Social Imaging Survey <i>Speaker: Hans Hartman, Suite 48</i> <i>Description:</i> Social imaging continues to grow rapidly. Today’s generation of connected photographers capture, 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.</p>
1:20 p.m. – 2:05 p.m.	<p>Panel: Social Imaging <i>Moderator: Paul Worthington, 6Sight Report</i> <i>Speakers: Frank Simon, ECCE TERRAM; Hans Hartman, Suite 48; Ross Pirtle, Tunaverse Media; Manish Vaidya, Streamzoo</i> <i>Description:</i> Photography is more than capturing images — it’s also sharing those pictures. What are leading developers of social imaging services and platforms creating to stay ahead in this competitive arena? Our panelists will explain their business models, and promote the opportunities they provide for others in the photography industry.</p>
2:05 p.m. – 2:25 p.m.	<p>New Technology Showcase: Xerox <i>Presenter: Craig Saunders, Xerox</i> <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. They can 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>
2:25 p.m. – 3:10 p.m.	<p>Panel: Intelligent Imaging & Augmented Reality <i>Moderator: Paul Worthington, 6Sight Report</i> <i>Speaker: Craig Saunders, Xerox; Robert Mathewson, Geedra; Jeffrey Franklin, Limitless Computing; Andrew Stadlen, IQ Engines; Aydin Arpa, MIT Media Lab</i> <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 facial recognition, GPS location data, date and time, and colors and objects that can be recognized. That photo of your friend can also reveal 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. With Augmented Reality (AR), this information can aid us in real time, providing immediately practical knowledge about what is right in front of us that would otherwise be unknown. AR merges image capture, high-resolution displays, computation, and connectivity to overlay information and graphics on top of the live view on or phones of the world around us. Post-capture, intelligent imaging information can prove useful in how we find, share, print and otherwise enjoy our pictures — and let us better access the limitless pictures on the Internet we’d otherwise miss.</p>
3:10 p.m. – 3:40 p.m.	<p>Networking Break in the Tech Fair</p>
3:40 p.m. – 4:40 p.m.	<p>Panel: Analyst Roundtable</p>

Moderator: **Kristy Holch**

Speakers: **Alex Spektor**, Strategy Analytics; **Liz Cutting**, NPD; **Marion Knoche**, Gfk; **Joanna Wright**, Futuresource

Description: Are standalone cameras an endangered species? Can they be saved by apps? Will new technologies like array cameras obviate traditional camera optics, and when? Has ease-of-sharing permanently trumped quality in users' minds? Trending user behavior says photos are about the moment, not eternity. Facebook is good enough. Seeming gimmicks like Instagram meet a huge genuine need. There is less printing, more video. Where is all this leading? Our panel of analysts will bring fresh views backed by data to help map a course toward revenue — and predict tomorrow's winners and losers.

4:40 p.m. – 5:00 p.m.

Panel: **6Sight 6 Wrap-up**

Moderator: **Joe Byrd**, 6Sight

Description: Now that we understand the top 6 imaging trends: Where do we go from here?

Speakers: **Paul Worthington**, 6Sight Report; **Tony Henning**, 6Sight Report

5:30 p.m. – 7:30 p.m.

Digital Imaging Mixer co-hosted by CEA & PMDA

6:45 p.m. – 7:00 p.m.

Welcome Remarks by CEA, PMDA & 6Sight

7:00 p.m. – 7:30 p.m.

The CEA Research Department will present an overview of key trends from their sales and forecasts along with highlights from CEA's recent digital imaging study, The Changing Landscape of Digital Photography.