

SHOW DAILY

IMAGING EXPO
Singapore

2nd November - 4th November 2007

DAY TWO

Saturday, 3rd November 2007

Published by SAP Media Worldwide Ltd.
The Publishers of **Asian Photography**
Magazine



Imaging Expo Singapore 2007 Off To A Grand Start

The first specialized imaging and photography show in South-East-Asia and The Pacific region - Imaging Expo Singapore, incorporating P.I.X - Photo Imaging X-change 2007 - got off to a grand start yesterday with the announcement of a S\$500 million fund to drive the digital interactive media industry forward.

This was revealed by Dr Vivian Balakrishnan, Minister For Community Development, Youth and Sports and Second Minister for Information, Communications and the Arts, who declared the exhibition and conference programme officially open.

Addressing the crowd, among whom were Mr Michael Dreyer, Asia Pacific Vice President of Koelnmesse, organisers of the event, and Mr Warren



Dr Vivian Balakrishnan and Mr Michael Dreyer
Inaugurating the Expo

Buckley, CEO of Suntec International Convention and Exhibition Centre, Dr Balakrishnan revealed that the Singapore government had pledged S\$500 million over the next five years to jumpstart the Interactive and Digital Media (IDM) industry.

"Digital imaging and photography has become increasingly

ubiquitous and pervasive in our everyday lives and a mainstay of enhanced self expression and artistic creation. We hope to develop our nation into a global media city with a value-added contribution of S\$10 billion to our economy

and 10,000 new jobs created," Dr Balakrishnan said.

To this end, Singapore had evolved a comprehensive framework to build a thriving ecosystem comprising IDM industries, institutes of higher learning, the public sector and individuals to spur innovative applications, services and platforms.

Companies, start-ups or

passionate individuals with innovative products, applications or platforms for test-bedding were invited to tap on initiatives and programmes designed to help develop such applications, business models, solutions and services.

Innovations that arise from such collaboration between industry and budding start-ups had the potential to drive demand for such services with commercial spin-offs, Dr Balakrishnan added.

Approximately 12,000 visitors are expected over three days at Imaging Expo Singapore and P.I.X - Photo Imaging X-change 2007. The event's focus is to communicate the latest trends and technology in imaging and photography for the region and to serve as a launching pad for major brands into South-East-Asia and the Pacific.

- Nazir Keshvani

Regional Photo Industry Leaders' Forum Focuses On Common Issues



The first ever Regional Photo Industries' Forum kick started with the inauguration by the Singapore Member of Parliament Mr. Baey Yam Keng at Suntec City Exhibition Centre being held in conjunction with the first Imaging Expo Singapore. The closed-door conference was attended by the representatives of

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Regional Photo Industry Leaders' Forum Focuses On Common Issues

photographic trade bodies from Asean countries besides Japan, India and China.

While complimenting the efforts of SPTA in organising such a meet, Mr. Keng said that since this region has a very lucrative market he appealed the trade bodies to work closely and foster better relationship. He also presented awards to the members in five different categories.

Mr. George Lin Hock Leong in his presidential remark briefed members about the changing scenario of the industry and requested them to make combined efforts for the development of this growing robust industry in the region and generate more profits.

In his address to the member countries Mr. C. K. Peng asked them to brief the audience on the general situation of the photographic market in their respective countries. Mr. Akirou Mitsui, President of the Joint Photo Imaging Enterprises Association International started his speech with the catch phrase of the Fujifilm's TV Commercial, "Photo is Love, Photo is Smile, Photo is the family, Photo is dream, Photo is joy, Photo is



Mr. Baey Yam Keng, Singapore Member of Parliament interacting at the meet

peace." He gave an insight about the current Japanese photographic market scenario and the trends prevailing in that market.

Mr. Steven Yu from China speaking in Chinese appraised the delegates about the worrisome situation prevailing there and also on the declining print output trend in photography as a result of increasing use of Digital Camera. Even on the Chinese National Day, the print output was down by 20 per cent, he informed. "We should teach our young people the value of photos", he said.

The speaker from Malaysia Mr. Jeffrey Sek asked the

delegates to find out ways to increase the print output, while Mr. Chai Tan Hai from Sarawak Commercial Photographic Association asked the delegates to come out with innovative ideas to promote the value of photography.

Mr. Henri Honoris of Modern Photo from Indonesia gave an audiovisual presentation explaining the delegates how he expanded his business and increased turnover and profitability by adopting innovative concepts. He promoted and invested funds in TV commercials and employment loyalty programmes that brought him lot of success.

Mr. Johan Muliawan of Vietnam explained that the situation in his country was much better compared to others in the region. They represent Fuji film in Vietnam.

Whereas Philippines Lito Beltran of Federation of Philippine Photographers' Foundation, Inc spoke about educating the youngsters on photography and said that increasing trends amongst young amateurs learning digital cameras do not prefer print output, instead store the

images.

Mr. Santipong Prateepsawangwong, President of the Photo Business Association of Thailand felt that there was an alarming situation in Thailand with over 1000 labs being closed down due to the severe price war in print price prevailing in that market.

Mr. Trilok Desai from India, who is also responsible for bringing out Show Dailies at this event, briefed about the Indian scenario and said that the trend in photo print output in India was almost stagnant. However wedding photography continues to be the prime market in India today like that of China. Digital camera segment continued to grow at around 25 per cent per annum against the steep decline of analog like in other markets, he said.

A range of topics like joint promotion of advertising in the Asean region as well as should Imaging Expo Singapore allow selling of photographic goods/equipments at the event or restrict the exhibitors to only showcasing the technology, was also discussed before closing remarks by the President.

- Bhavya Desai

Now on Stand November Issue



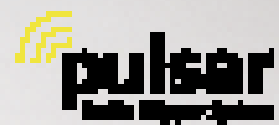
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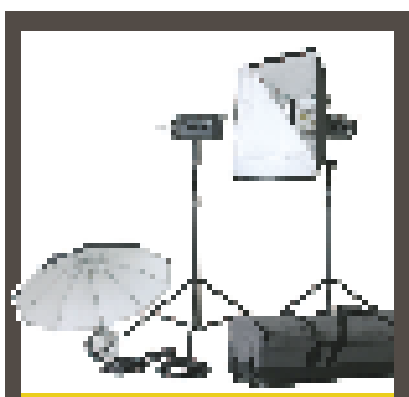
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Cathay Photo Launches New Generation Spyder3 Calibration Products

Cathay Photo will roll out the Datacolor Spyder3, a new generation of display calibration and printer profiling solutions for photographers and digital imaging professionals.

The initial products in the new Spyder3 line are Spyder3Elite and Spyder3Studio. Each Spyder3 product is specifically designed to address the colour management needs of photographers and creative professionals that require the most accurate colour for digital editing and printing.

The Spyder3 line includes the only colourimeter available on the market offering a seven-detector colour engine, with an aperture several times larger than other devices for increased ac-

curacy and performance.

The new Spyder3 is a significant leap forward, making digital workflow more efficient and helping users achieve their creative vision with greater colour accuracy than ever before. Among its features is a new proofing capability called SpyderProof that brings a new level of colour control to any digital workflow.

SpyderProof enables professionals to evaluate calibration with a before and after mode. Professionals can view four quadrants




of thematic photos to specifically evaluate saturated colours, skin tones, gradients, and black and white images to ensure the desired calibration results.

Spyder3Elite gives more precise control over white point and gamma and cuts recalibration time in half with its new ReCAL option. The new form factor includes an embedded ambient light detector and desktop cradle that doubles as a tripod mount. Compared to its predecessor

Spyder2, the Spyder3 offers a sleeker design that's 37 percent smaller and incorporates third-generation Spyder technology. It also includes new photo-centric user interface with features that photographers and creative professionals need.

The Spyder3 high-precision sensors and enlarged optical path increase its light sensitivity by 400 percent, making it the most accurate colourimeter in its class. This ensures consistent colour on all LCD, CRT, laptop and front projector displays and includes the ability to match multiple studio displays to a single target.

Cathay Photo will also be showcasing its range of Manfrotto tripods and Elinchrom lighting systems at booth B02. 

Professional Experts Reveal Their Secrets

“I am an eye person, I always see stuff before I inherit,” said photographer Simon Cederquist who presented the first session of Professional Photography yesterday.

A professional photographer for 12 years, showcased some of his most outstanding work. His vision to create a good photograph was commendable which was explained by him in a step by step detail. Cederquist shoots from different angles in a variety of unique locations which leave him with enough options for creativity and unconventional images back in the studio.

The photographer stressed

on various key tips like the research required for shoots. Also how the effort of the whole team is required for a shoot in terms of the stylist, makeup artist, model and other people involved.

Cederquist then concluded that apart from the technicalities, the soul and the spirit of the image is also immensely important.

After the stimulating interaction, the session took a dive to explore Wedding Photography in detail, which was commenced by talented photographer Louis Pang. He highlighted relevant points needed to push your images from being ordinary to extraordinary. He stressed on

the need for Extraordinary skills, eyes, intent, direction, light, attitude and love.

“Shooting wed-

ding is very different because you cannot choose the people you shoot or the way they look or what they wear,” said Pang.

Despite the popular emergence of photojournalism in wedding photography, and the demand for natural and spontaneous images, Pang spoke about how bride and groom need to be directed in a certain way with a particular intent to elicit emotions out of the picture. .

Interaction with the bride and groom and getting to know them better was one of the key points to be noted. Through this platform provided at the Imaging Expo Singapore, Louis hopes to have constructive interaction with all photographers and photography enthusiasts and aims to encourage the photographers on their ability to think out of the box.

Exploring further, renowned photographer Kid Chan discussed his experience of shooting various Big Asian Weddings. Hav-

ing shot Malay, Chinese, Indian and many other weddings of different cultures, Chan believes that it is very important to know the duration of a wedding as they vary to a great degree in different places.

According to Chan, it is essential to prepare the couple, not to expect a perfect wedding. Consultation, doing a recce and working as a team are some core points required for good images.

“Its like football, who does not like scoring goals. Similarly, everybody likes to have the best shot,” smiled Kid Chan.

Lastly, Kin and Eng Howe provided tips for Creativity in Wedding Photography, which suggested that the images should possess a certain character and personality, have a story sequence and also have a certain mood. Since these factors can contribute to some of the most unique and memorable wedding images.

- Sameera Khan





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(89x127mm~610x914mm(506x762mm))

Achieving Colour Consistency

The importance of colour consistency, colour accuracy and tone reproduction is extremely important in order to achieve consistent colours today. Prof André K. Economou, Product Manager (Creative Segment), Digital Publishing & Large Format Printing, HP Imaging and Printing Group, Asia Pacific & Japan spoke to *Bhavya Desai* about this gradually evolving process at the show.

What is the difference between the concept Colour Management and Colour reproduction? Doesn't eventually colour management lead to accurate colour reproduction?

Colour reproduction is the process of achieving accurate colours on the printout compared to the original artwork. In contrast, colour management is the vehicle that allows the reproduction of colour to simulate not only the original artwork, but also other output processes (e.g. offset processes), using a specific media and ink set.

Can you tell us a little bit about HP DreamColor Technologies and also the any other innovations in the same sphere this year?

One of the milestones this year was introducing the HP DreamColour Technologies that delivers the greatest levels of digital colour consistency across a series of devices. For example, the HP DreamColour Technologies with built-in spectrophotometer have been incorporated into the HP Designjet Z2100 and Z3100 Photo Printers, HP Designjet Z6100 Printer, and HP Indigo press 3500 and 5500. This series of colour technologies calibrates the device accurately and optimises the media according to the current temperature and humidity conditions. It also interacts with third-party software, image processors and colour management applications in order to create a close-loop workflow.

CMYKPlus is another HP innovation that allows a user to



Prof André K. Economou

achieve accurate hues within the CMYK space. It also allows a further saturation of colour, within the same hue, without any colour shift, thus achieving more vibrant colour reproduction to suit specific needs. In addition, HP has also developed sRGB with Microsoft to create a common standard for input and output devices, such as cameras, scanners, monitors.

What was the focus of your presentation at the PIX Show for the attendees?

In my presentation, I discussed colour consistency, colour accuracy and tone reproduction especially in the neutral colours and black-and-white tones. These are tools that will assist photographers in making their workflow more transparent.

How important is colour man-

agement and is it the same as monitor calibration?

Monitor calibration is the process of displaying the correct colours and characterising the gamut the monitor can achieve. Colour management is the process or module that allows us to achieve predictable results.

How detrimental can colour management and colour reproduction be for a professional photographer?

Photographers traditionally have a better grasp of their RGB colour space than most people. However, with the transition from analog to digital, many photographers tend to capture RAW format pictures in order to achieve the maximum number of colours possible. Converting those files to RGB colour space is the final step before reproducing images and photos.

Colour management is the crucial part of this procedure. If the wrong profile is chosen, a beautiful picture can become flat and boring in terms of colours. In addition, as photographers experiment more with black-and-white or neutral colours, it is important for them to use techniques and technologies that will ease their workflow and reduce the amount of manual labour that is required to achieve their printable results.

In your experience of 18 years, do you think photog-


raphers are not aware of this concept and they do not pay much attention to the same?

It is a gradually evolving process that requires increased awareness through education. For example, when Adobe develops new tools, designers have to invest time to learn and apply them to their current workflow. Since HP is committed to re-inventing new solutions that will cater to our customers' needs, users, such as photographers, gradually acclimatize themselves to the new technology that can improve and ease their workflow.

Do you think today's monitor calibration tools can deliver 100 per cent accurate colours?

There are many variables that determine a monitor profile and calibration. It is extremely challenging to achieve 100 percent colour accuracy, especially with different workflows and colour spaces. However, HP is committed to bridging the gap between digital file, monitor viewing and print reproduction through various solutions.

How do you think a photographer can reproduce accurate colours if he does not have access to the colour management tools? Is that possible?

Without calibration workflows, the results of output can vary from one day to another, even if the same file is printed on the same printer, with the same settings. Results are also affected by environmental conditions such as temperature and humidity. In cases where results tend to vary, consistency is key. 

1st Annual Epoch Times International Photography Competition

Grand Prize Award \$5,000

The Epoch Times, Epoch Times International, and The Epoch Times web sites will host *The Epoch International Photography Grand Competition*, in gratitude for the years of invaluable support from our readership and contributors, and to enhance artistic exchange between photographers of diverse countries and ethnic groups. We cordially invite professional and aspiring photographers to participate.

The competition's three categories:

Society and Customs — topics such as today's social life, civil rights movements, news, culture, religion, traditional art, traditional life styles, etc.

Natural Environment — natural landscape, geography, ecology, animals, plants, etc. (unique aesthetic expression is encouraged)

Advertising — portraits, including the expression of character traits and mannerisms, theatre lighting design, fashion, still objects, architecture, etc. (digital techniques to enhance the beauty of advertisements, still objects, architecture, etc. will be evaluated)

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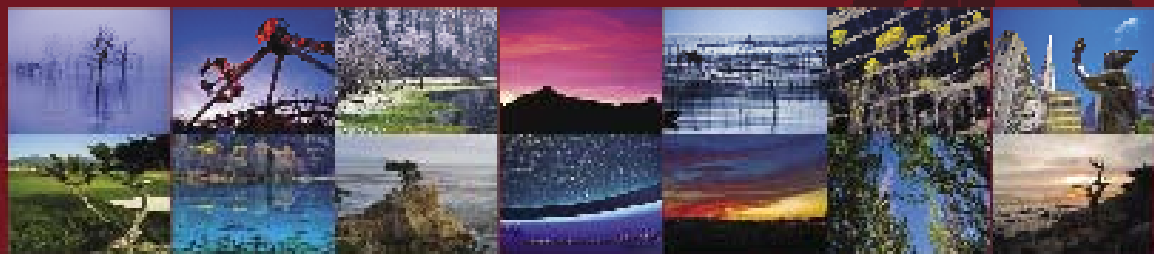
Each category will award 1 Gold Medal, 2 Silver Medals, 4 Bronze Medals and 20 Excellence Awards

The Gold Medal receives \$2,500, or photography equipment, or travel services of the same value

The Silver Medal receives \$1,000, or photography equipment, or travel services of the same value

The Bronze Medal receives \$600, or photography equipment, or travel services of the same value

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Overview of the APAC Printer Market

After revealing the interesting results of the Printer shootout it would be befitting to tell our readers about the current printer market scenario in the APAC region. Hence we collaborated the numbers from across the region in order to give the readers an idea about the entire region. Surprisingly, just like the printer shoot-out the numbers caught us by a surprise.

Just like our Memory Shoot-out story we have given a similar idea about the overview with the interviews from the leading manufacturers. In the interviews with the industry leaders we have managed to encompass the numerous strategies that they are employing in the industry.

The Figures

A recent report by research group GFK revealed that stand-alone printers are rapidly giving way to multi functional devices in the Asian region. The findings were released in 2007 mid-year Pan Asian IT Retail Data Summary, which highlights the trends in the region's IT sector.

The report contains detailed data from nine Asian countries showing mid-year figures for 2007 against the same period in 2006. The report covers printers, multifunctional devices and printer cartridges. The lower

growth in value, compared with volume, signals heavy price competition in the Asian markets.

The lowest percentage of growth for both volume and value was seen in the printer (-6 per cent / -5 per cent) category, due to the continuing popularity of multifunctional devices (17 per cent / 15 per cent), which affected single function inkjet printer sales. Countries such as Indonesia, Malaysia and Thailand are still showing positive growth for both single and multi-function printers, but this trend is not seen in developed Asian countries.

These figures clearly indicate that the developing markets in the region are still experiencing robust growth but it is the developed market where the preference seems to be shifting towards the all-in-ones. A part of the reason for the same is because the consumers as well as the manufacturers are focusing their products in the multifunctional segments, and undoubtedly the consumer is interested in managing a number of activities with a single device.

Printers

(Countries surveyed include China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Vietnam, Indonesia, and Australia.)

It was found that the region's retail printer market is declining, with 7 out of 9 countries tracked noting negative or no change in the first half of 2007 when compared to the same period last year. Hong Kong (23 per cent) showed a volume increase of 12 per cent, but a decrease in sales value of 2 per cent. The exception was Malaysia, where printer sales increased 38 per cent in volume and 49 per cent in value.

Some of these figures actually make you wonder that is there going to a time when the single use printers will completely lose its charm or may be even there existence. Especially with Canon recently announcing a new line of printers, which actually combines photo printers with business solutions.

Multi Functional Devices

(Countries surveyed for multi functional devices are China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, and Australia.)

Across seven South-East Asian countries surveyed, multi functional devices increased an average of 17 per cent in volume and posted an average value increase of 15 per cent. Malaysia showed the greatest mid-year volume increase of 128 per cent, followed by Thailand at 26 per cent. All other countries reported

growth rates between 6 per cent and 17 per cent.

The figures indicate the trend for printers to be replaced with multifunctional devices is continuing throughout developed Asia. Small photo printers continue to grow in countries where single function inkjet printers are showing declines.

Colour Print Cartridges

(Countries surveyed for colour print cartridges are Australia, Singapore, Malaysia, and Thailand.)

Colour print cartridges had an overall increase of 14 per cent for volume and 17 per cent for value for a total of US\$233.5 million in retail sales in the four countries tracked from January to June 2007 when compared to the same period in 2006. However, in a striking difference to neighbouring Malaysia and Singapore, which showed increases of 14 per cent / 17 per cent and 36 per cent / 40 per cent for volume and value respectively, Thailand reported a decline. Colour print cartridge sales were down -10 per cent for volume and up just 1 per cent for value. The drop can be attributed by the growing popularity of refilling stations in developing Asian countries as an alternative and lower cost means of ink replacement.

Opinions Of The Industry Leaders



Andrew Koh,
Managing Director,
Canon Singapore Pte Ltd.

Can you tell us more about the 9500, which is supposed to be the successor model for the Pro 9000 and the new printers that Canon has launched recently?

Well, the Pro 9500 is a very interesting product and we are very excited about the same. It is interesting because firstly it is our first 10-colour A3 size printer. Secondly, it is also the one with a pro designation,

which means that it is catering to the professional photographers and consumers. So I think we are setting another new benchmark for wide format printing.

There was also a perception earlier that we were not the best printer in terms of printing the best for Black & White printing. But I am certain that with a product like the 9500 we will change this perception for sure.

Can you elaborate a little on the features in detail?

The Canon Pro 9500 has two key strengths, which include that it can print brilliant B&W prints and it offers the solution for both, dye and pigment ink models, which will enable the consumer to choose depending on what is his preference.

The 9500 also has a dedicated grey scale and black inks cartridge, which increases

the colour gamut and offers photographers very neutral monochrome prints on the desktops. This combined with the launch of the new Hahnemuehla papers provides a shift from the darkrooms to the digital age.

So far most of the printers are still using combination of inks to get black & white prints. According to us there are a lot of fine art photographers actually looking for monochrome printing as well. So by introducing monochrome printing together with Hahnemuehla fine art paper we hope to meet the needs of the fine arts photographer.

As you are aware that there is a major shift in the developed markets towards multi-functional printers and Canon has recently launched a product line, which are the combination of the business printers as well as photo printers. Share thoughts on the same?

Of course, you notice among the new line of the printers we have launched three of the models that carry the MX range, which is again new series. They are different kinds of all-in-ones for different purposes. The MX series is more towards business users with more business-friendly features. What we do we are liberating on the expertise and knowledge we have in copier business and the technology. Since an individual uses the copying function more often in a business environment, you do not want huge machines and huge copiers.

We are offering very compact machine, yet no compromise on the copying features. Very good copying features are there as well as fax features.

Who would be your target audience for these sorts of printers and why do you think a photographer requires a copier, printer and fax?

This is not only targeted towards photographers, but more as a business all-in-one. It's a different group for different users depending on what they are looking for. Of course, the photo series or MP series also comes with other features like advance media handling features. The ability to print on CD; ability to duplex photo printing; auto duplex printing, paper feed.

What according to you are the current trends in the printing market?

There is an obvious shift towards the all-in-one machines and perception is that the all-in-one are inferior photo printers as compared to the single function ones because you are compromising to get three functions in one. But there is no denying the fact that the trends in home printing are definitely increasing because we can clearly see the sale of our colour ink cartridges going up.

Do you think Kiosks are the

biggest competitors for the home printing market?

I think we are all embracing this technology and the system. But we do not see the kiosks as competitors. Infact we see them as a complimentary situation for home printing. People want to print. Whether you want print at home or Kiosk it helps to promote the printing culture.

With new portfolio what is broad strategy to present to consumers?

We have always gone with same philosophy which is to offer consumers choice, wide range, more input and output solutions. We are upping the yardstick every few months and to give you an example of the same, the EOS Mark III, which is now 21-megapixel. We have raised it to another level. We are always the leaders in setting the new benchmarks. More features, more functions. Offering consumers much more choices.



Paul Anthony, General Manager, Imaging and Printing Group, HP Singapore

What are the news products that you have launched in the printer industry? Can you tell us a little about them and how are they different from the other products?

HP will launch several new printers in Asia Pacific this September. Delivering on its promise to offer

simple and easy-to-use printers, HP has extended its industry-leading innovative touch-activated display to three new HP Photosmart printers. These 3.5-inch touch-screens, coupled with the new Photosmart Express interface, allow the HP Photosmart C8180 All-in-One, HP Photosmart D7460 Printer and the HP Photosmart D7260 Printer to offer consumers an effortless 'walk-up-and-print' experience when printing photos. The new HP Photosmart Express interface, available on all Photosmart printers, includes an enhanced navigation menu, more accurate print previews and a more intuitive printing interface.

Customers can also choose from two industry-first compact photo printers with large touch-screens and included styluses for easy editing and personalizing of photos – the HP Photosmart A826 Home Photo Center with

a 7.0-inch touch-screen and HP Photosmart A626 Compact Photo Printer with a 4.8-inch touch-screen – allow consumers to get creative unleashing their imagination by customizing photos with over 200 creative elements. These include clipart, frames and readily designed album pages.

How much of a price competitive market do you think APAC is? For instance most of the manufacturers record a drop in sales before the consumer shows like IT, PC Show, etc?

Customers are constantly looking for affordable printers that provide both efficiency and quality. Consumer events such as the recent COMEX allow customers to enjoy additional promotional benefits. For instance, HP gave away Sudoku Games with every

purchase of the HP Photosmart C6180 All-in-One. As much as HP caters to the market's price competitiveness and provides a breadth of choice of affordable printing solutions, we ensure that the quality of our printing solutions is never compromised.

Are you seeing a major trend shifting towards home-printing or is it still slow?

In recent years, more customers have turned to home-printing due to a sharp increase in the use of digital photography, as compared to film photography. HP understands this changing demand and consistently reinvents our products to provide customers with user-friendly interfaces and features for printing, editing and customizing their photos.

What is the actual size of the home printing industry that

we are talking about?

We cannot comment on the actual size of the market, however, HP has recently launched its "Print 2.0," strategy which aims to build upon HP's heritage and strength in the digital printing space by redefining what it means to print and further accelerating the transformation from analogue to digital printed pages. The strategy strives to make printing relevant and empowering as both personal and professional content increasingly moves from the desktop to the web.

HP has outlined the vision for the future of printing – Print 2.0 and is introducing a new era in printing. We are redefining what it means to print and further accelerating the transformation from analogue to digital printed pages. In today's world of 'mashed media' – words, pictures, video, songs – the question becomes 'How will people publish this content?' Print 2.0 is the answer. This vision centers on empowering our customers to create and consume their content their way.

HP Print 2.0 strategy is integrated across the entire portfolio of HP's imaging and printing products and solutions across all segments from consumer, small-to-medium business, graphic arts and enterprise.

What do you think the current trend in the industry is and where is it heading? What do you think the consumer-buying pattern is currently in the region?

Increasingly, customers expect to do more with less and are looking out for additional user-friendly features that enable them to perform other functions on top

of printing. For instance, customers can choose to personalise and edit their photos on the HP Photosmart A626 Compact Photo Printer before printing their photos at home.

Now, customers will also be able to achieve efficient web printing with the all new HP Smart Web Printing software found in all new HP Photosmart Printers that automatically adjust web content to fit the width of a standard-size page.

HP has increased its range of wireless-enabled printers as well, in the consumer market with its four new wireless-enabled HP Photosmart Printers.

What is the current market scenario since most of the developed markets are experiencing slow growth in the industry?

In meeting customers' changing needs, HP has identified online photo printing services as one area of growth. By developing Snapfish as a leading online photo service, HP completes customers' digital photography experience where they have the choice to print from home, at retail kiosks and via Snapfish.

With many manufacturers focusing a lot on the kiosk markets. Do you think it poses a major threat to the home-printing segment?

No, photo kiosks provide an alternative outlet for customers who print mainly photos. Home-printing is still a popular choice for many customers who enjoy the convenience and affordability to print without having to accumulate a minimum number of photos to be printed at photo kiosks.

More importantly, home printing gives customers the freedom to personalize their photos directly on their printers. For instance, with the HP Photosmart A626 Compact Photo Printer, users can add fun creative elements to their photos.

HP's retail photo solution is about revitalizing the retail space to complement home and online photo printing. Together, HP's comprehensive printing solutions will help to drive more sharing, more image preservation and more printing overall.

How has the response been for Snapfish in the region?

We are excited that Snapfish is paving the way for customers in Asia to use online photo services for their daily photo printing needs. Snapfish was launched in Singapore at the end of July 2007 to meet the growing demand of our customers to print photos at their convenience. Prints can be ordered for as low as 19 cents (\$S) each.

In Asia Pacific, HP first launched the leading online photo service in Australia last year. We are expanding Snapfish in the region and will introduce the service in India towards the end of 2007.

Can you share with us your current market share in the industry?

Till date, Snapfish has 40 million registered users worldwide and is adding quarter-billion new pictures per month. Snapfish has a significant leadership in USA & Europe and we expect to extend our leadership in Asia. On the home printing side, HP is increasing its investment to further focus on all aspects of

image quality and functionality, while decreasing the overall cost of printing.


Today HP is the number one consumer printing company and the number one all-in-one manufacturer.

What is the projected market share that the company has set out to achieve currently?

We are unable to disclose projected market share figures, however HP continues to lead in the home printing market – both in terms of market leadership and in the customer-appreciated innovation HP is delivering in the market. On the home printing side, HP is increasing its investment to further focus on all aspects of image quality and functionality, while decreasing the overall cost of printing.

Apart from good image quality we also provide versatility and value for everyday printing at home, online and retail.

What is the percentage of revenues going into the R&D division every year?

HP is committed to constantly reinventing its products and services to cater to the changing demands of the market. For instance, in the last quarter of 2006, HP unveiled the first colour multi-function printers (MFP) HP CM8060/CM8050 Colour MFPs featuring HP Edgeline technology. This revolutionary new print technology, based on HP's US\$1.4 billion investment in Scalable Printing Technology (SPT), enables enterprise and SME customers to improve productivity and control operating costs. 

- By Bhavya Desai
And Nazir Keshvani

Titangroup To Showcase Fujifilm S5800 Digital Camera

TITAN GROUP, is displaying FujiFilm S5800. The 8.0-megapixel CCD sensor, features a built-in 10x optical zoom lens which leads to expansion


of shooting parameters, covering focal range equivalent to 38 - 380mm on a 35mm camera.

The FinePix S5800 offers zoom function even during movie

recording, it also Electronic Image Stabilization to prevent camera shake during movie recording.

PS (picture stabilization) mode prevents blur from camera shake and/or fast-moving subjects, even

in low-light situations.

Additionally, the FinePix S5800 offers features such as 2.5 inch LCD, Versatile shooting modes, Super Macro mode, and Wide View Film. 

Converting Analog to Digital



Zhou Fenghua, Shanghai Doli Equipment Co. Ltd

the analog minilabs market the maximum leaving many manufacturers struggling for survival. With nearly hundreds of thousands of analog machines still operating in the minilabs market, Shanghai Doli has found an opportunity in this crisis.

The company is exhibiting its Conversion Kit at their booth at the Imaging Expo Singapore, which provides existing analog owners the opportunity to convert their analog machines into digital ones.

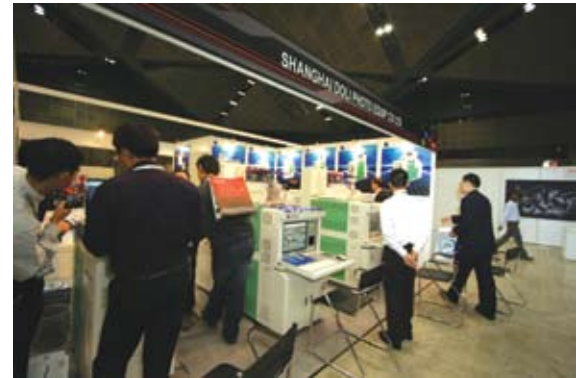
Zhou Fenghua of Shanghai Doli Equipment Co. Ltd says that it is possible to convert the old analog systems into the new digital ones by removing the old optical system and replacing it with the new digital system around the same frame.

"There are thousands of

minilab owners that are still using analog technology and are looking to upgrade onto the digital platform, which provides us with great opportunity in the market."

Besides showcasing their Conversion Kit, the company is also showcasing their DL2410 Digital Minilab, which Fenghua reckons is the perfect solution for the wedding photographers since it gives the option of printing 18" x 24" prints.

"We are providing customers with good quality products with excellent quality at a very reasonable and affordable price, which



increases our market potential immensely.

He feels that most of the countries in the APAC region are high potential areas for the company's products, especially the developing markets of India, Malaysia, Thailand, Indonesia, Pakistan and Africa. In general any market that uses analog minilab technology is a potential customer for us.

- Bhavya Desai

Wacom makes its mark with Bamboo

Wacom, the leading manufacturer of pen tablets and interactive pen displays is showcasing Bamboo, its new consumer pen tablet for freehand writing, annotating, and navigating in computer applications at its stand F01.

Like its namesake, Bamboo is flexible and has an almost infinite number of uses: from simple things like making notes on documents, to the most sophisticated applications like retouching photos. It is a consumer pen tablet for personalised communication, easy navigation and enhanced functionality.

"Bamboo is the most ergonomic way to work digital imaging software. It reinvents the pen for the 21st century. It unlocks enhanced pen-based features in Microsoft Vista, Office 2007 or Mac OS offering a new way to interact with the computer," said Jun Miranda, president of the Philippine Center for Creative Imaging.

"Bamboo provides a simpler, more natural way to navigate through information or create documents with greater impact," said Miranda who presents on-site demos at the Wacom booth (F01).

Bamboo has been designed with increased functionality in mind. The stylish, ergonomically-designed pen provides 512 pressure levels of sensitivity and has a programmable double side-switch and eraser. Wacom's patented cordless and battery-free pen technology offers a natural tool for freehand writing, annotating and navigating.

"Bamboo provides a simpler, more natural way to navigate through information or create documents with

greater impact. It is easy to use - everyone has held a pen before," said Miranda.

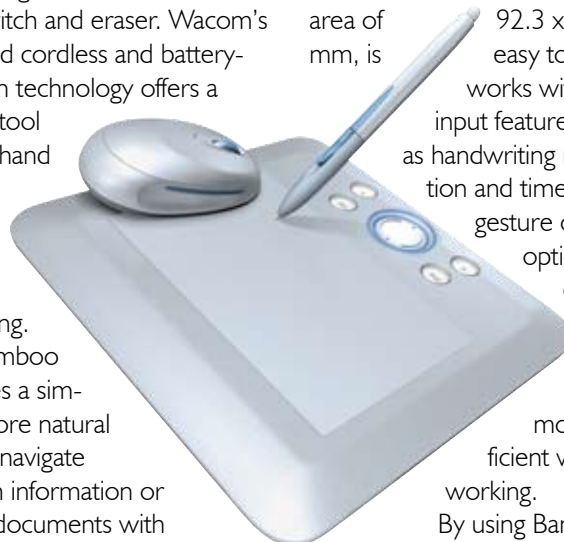
Bamboo is A6 in size with a sleek, contemporary product design that allows for a more easy and versatile way of working with a pen on the computer. It is targeted at PC and Mac users in non-graphics markets such as home users, office workers and business professionals.

Bamboo has an active area of 92.3 x 147.6 mm, is easy to use and works with input features such as handwriting recognition and time-saving gesture control options, enabling a faster, easier, and more efficient way of working. By using Bamboo in

Microsoft Office a new personal style of communication can be developed, allowing personalisation of emails by signing them off with a digital signature and adding sketches or doodles. Additionally, by selecting a pen or highlighter tool in Microsoft Word, Bamboo can be used to jot notes, create rough sketches, or mark up documents, spreadsheets, or presentation slides.

"The documents you create do not have to be like all the rest," said Miranda. "With Bamboo it's personal. You can add your own distinctive touches to anything you create or review by adding handwritten notes, sketches or doodles to get your point across and make your mark."

Wacom is the innovator and only supplier of Bamboo worldwide. It is available and is priced very competitively to reach a wide market including business professionals, students, artists, and even schools.



Hasselblad Launches the H3D-II, its Fourth Generation High-End DSLR


Hasselblad's H3D line of products received a major boost today at the Imaging Expo Singapore with the launch of the H3D-II. The H3D-II comes equipped with an improved photographic integration and functionality, better sensor

has identified the following key system components: an excellent optical system, comprising the best lenses twinned with the largest possible sensor format; full integration to enable lens correction and Hasselblad's own Ultra-Focus; and the best

of the system. As a component of Hasselblad's revolutionary forthcoming image processing software, Phocus, the Hasselblad RAW Converter (HRC) also has an amazing anti-moiré capability which will eliminate moiré from any 3FR files, including even reprocessed images shot in 3FR on previous generations of Hasselblad cameras.

Demonstrating Hasselblad's drive for continuous technical innovation, the H3D-II also features Hasselblad's Global Image Locator (GIL), a unique integrated GPS product that automatically records the camera's exact geographic co-ordinates at the precise moment of image capture. This data is integrated into the metadata of a specific image file and used together with the Hasselblad's new imaging software, Phocus

Christian Poulsen, CEO, Hasselblad said that, "With the introduction of the Hasselblad H3D-II, we believe that the world's best high-end DSLR camera has just got better. By further raising the level of integration by improving the controls, functionality and sensor cooling, and adding a new and more intuitive user interface, and a bright, 3" display, we continue to address the needs of professional photographers and to reassure them that, by investing in Hasselblad, they've made the right choice. The H3D-II continues the evolution of the world's most advanced DSLR camera system and, will set a new standard for digital photographic quality."

The new H3D-II is available immediately worldwide through Hasselblad's national subsidiaries and channel partners with a retail price of 26.500€ for the H3D-39II, 21.500€ for the H3D-31II, and 17.900€ for the H3D-22II, excluding tax. 



cooling, a new and more intuitive user interface, and a bright 3-inch display.

The camera will retain its full digital lens line and the choice of 22, 31 or 39 megapixel capture units using CCD image sensors up to 48x36 mm, which is the currently the largest available and more than twice the size of even the largest 35mm camera sensors. The H3D-II now has a large, bright 3-inch display, which affords both improved viewing of captured images and lower power consumption.

Reflecting the higher level of integration in the system, all the key functions of the camera are adjusted via digital menus, which can now be controlled via a single thumbwheel control on the handle of the H3D-II, making the operation of the camera easier and more efficient. A new separate button for direct control of ISO settings and white balance has also been added to the camera controls.

To optimize the digital image quality of a DSLR, Hasselblad

possible RAW converter. With all these components in place, the result is Hasselblad's STAR Quality images, photographic flexibility and professional appearance.

In the H3D-II, Hasselblad has addressed each of the system components above to provide an unprecedented level of image quality that outperforms any professional digital camera system on the market today, delivering outstanding pixel resolution, better colours, and improved detail rendering. When used with Hasselblad HC and HCD lenses, the camera system offers full digital lens correction through its Digital APO Correction III software, which, in addition to colour aberration and distortion, can now correct for vignetting phenomena.

Image noise in the H3D-II has been significantly reduced by improving the cooling of the sensor, achieved by attaching to the CCD a physical heatsink, which dissipates the heat generated to the entire camera body and considerably lowers the temperature

SHOW DAILY

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Printed at KHL Printing Press Singapore

Do you Picture Anywhere?

In view of the demand for faster output and instant gratification during events / themepark locations, Picture-works has invented its very own first Wireless Imaging Solution, known as Picture-Anywhere.

Easily install and a unique system, PictureAnywhere allows theme parks and entertainment outlets to help customers take memorable pictures at any attraction spot and after which photographs will be instantaneously printed at the Digital Printing Terminal. Configured in both Wired / Wireless manner, it is definitely a convenient system to manage large number of pictures taken, and at the same time

perform necessary image processing and identification to greatly cut down on the backend operation time.

Inventing and operating on wireless solution to capture digital pictures resulting in producing speedy and high quality photo prints and more importantly, they have a dedicated team of experienced crews, over the years built a reputation of reliability, creativity and a technical know-how that will never fail to impress customers.

PictureAnywhere has various template designs tailor made for every event. Making customization as a priority, PictureAnywhere aims to create a wide range of individual

customization and ensure every customer will be able to capture and bring back the event's memories with them.

Adopting state-of-art technology, PictureAnywhere has proven track record in dealing with high demand for

the event for a period of few months or more. At the end of the event, a complimentary CD with all images captured during the event. More than printing photographs, an optional service to compile these pictures into a DVD slide-



photograph taking and instant photograph development in a mass crowd environment. Regardless of any crowd size, PictureAnywhere will certainly be able to deliver fast and high quality prints consistently. To further enhance the service, an optional web portal service offered for customers to view pictures and place order after

shows is also made available. Jenny Tay, Business Development Manager of Picture-works says, "PictureAnywhere is constantly thinking out of the box and will never bore the customers. It will revolutionize and bring about the most exciting event photography service in Asia."



Bowens Launches The Esprit Gemini 200 Lighting Solution

The Esprit Gemini 200 is the powerhouse sequel to the company's original 'Studio in a Box' kit launched two years ago to wide acclaim by photographers. The UK-manufactured Gemini 200 is constructed from tough, durable metal and

weighs just 2.2Kg.

Robert Cook, Marketing Manager, Bowens said, "Our customers have been asking for an entry level kit with more power and the 'Studio in a Box 200' with its two 200Ws units of power is the perfect solution for their requirements.

Now photographers working on a tight budget have no need to compromise on quality since the new monolight is smaller and lighter than any previous model we've made and it's fully compatible with the Bowens Travelpak battery. This creates the opportunity to use the lights on location where no mains power is available and achieve around 800 shots per charge."

"In case the photographers are in a position to move on to bigger lights any accessories will remain compatible with the larger lights in our range," Cook added.



“The Jackpot for Imaging is Asia”

The immense potential of the Asian market has had every manufacturer knocking on its doors in recent times. This fact was reconfirmed by Gwee Siew Theng

Regional Account Manager, Imaging, GfK Asia Pte Ltd at the GfK conference on the first day of the Imaging Expo Singapore 2007.

She stated that besides China and India, which would be the key drivers for growth in the Asian region, the other developing and emerging markets like Thailand, Korea, Malaysia, Indonesia among others in the region will also show exponential growth in the region to even the overall growth.

Theng elaborated that between the years 1999 to 2006, the total number of units sold in the Asian region accounted for approximately 54 million units, which was not even 2 per cent of the 3.3 billion population residing in the continent. This number would further increase to 116 million units in the year 2007, which would account for



Gwee Siew Theng

a 25 per cent increase than the previous year.

As per the GfK figures, the DSLR market currently registered a growth of 192 per cent from the previous years with the average price of the cam-


eras in the region reducing to US\$ 1,000. On the other hand, compact cameras registered a year-on-year growth of 55 per cent, which was largely due to the growth in the emerging markets at an average price of US\$

255-300.

Theng said, “The reduction in prices was not an indicator of reduction in value. On the contrary, the features as well as value-added services from the manufacturers had increased as opposed to the previous year.”

Focusing on the trends in the region, Theng stated that currently cameras with features like 7-megapixels sensor, 2.5-inch monitor size, 3x zoom were the standard across the Asian market with India trailing behind due to the limited penetration.

But surprisingly, cameras equipped with voice recording features were showing positive trends, reaching sales of 7,170 units in the region. Whereas, cameras featuring Wi-Fi capability also showed promise for the future.

In summary, Theng informed that value-added features as well as services have become standard in the camera industry with DSLR segment not only being a promising segment, but also a critical one. 

Bigger, The Better- Believes Sigma

Sigma created waves by displaying the beast of all lenses, Sigma 200-500mm F 2.8 lens on the first day of the Imaging Expo, Singapore. The lens was launched earlier this year at the PMA where it received a great deal of attention.

The constant aperture zoom weighs in at 35 pounds. And the lens also incorporates an LCD for focal distance near the lens mount. The giant product of Sigma is about a metre long and weighs approximately 14 kgs. Showcasing it for the first time in Singapore, Sigma is anxious about the response it would be getting for this lens from the Asian countries.


Discussing the usability of the lens Dr Freddy Ng, CEO of Sigma said that serious photog-

raphers especially sports photographers covering events like Olympics need an extra bright photo lens for shooting night time sports, and other global events which take place at a large scale.

According to Mr Ng, the price of the lens has still not been decided. However is said to be available with Canon, Nikon and Sigma DSLR mounts at some point later this year. Apart from this lens the Sigma also has a line

up of few other products which will be unveiled shortly.

Aiming to take image quality a step further, the SD14 DSLR by Sigma also hopes to generate considerable excitement. The SD14 uses a direct image sensor capable of detecting red, green and blue light at every single pixel. The 14 megapixel camera also has an added JPEG mode, enabling greater convenience in handling image files.

According to a source, “Sigma SD14 retains the use of a Foveon X3 imaging sensor which unlike all other DSLR’s sensor technology, is the only one that has 3 photo detectors for each pixel location, enabling colour accuracy and fidelity.” 

- Sameera Khan



Sigma 200-500mm F 2.8 lens



Can you Tag

SALUTE!

たのしい旅を!

Como Es mi?

BAMBOO™ FUN

Create your world!



RETOUCH

Bamboo Fun and its bundled photo editing software combine to form today's digital photo editing suite.



PAINT

Corel® Painter™ Essentials 3 (included) provides a complete art studio for beginners and experts alike.



WRITE

Experience the world of digital inking and handwriting recognition. Make it personal with Bamboo Fun.



SIMPLIFY

Bamboo Fun is simply a joy to use and will let you add more color to your life. Create your world.



DRAW

Bring your creative ideas to life with sketches, illustrations and doodles. Create a difference.



www.wacom-asia.com/bamboo



ALL-NEW EPSON ULTRACHROME™ K3 INKS WITH VIVID MAGENTA QUANTUM LEAP IN COLOUR VIBRANCY WITH EXPANDED COLOUR GAMUT

The new EPSON UltraChrome™ K3 inks with Vivid Magenta reproduce colours with amazing accuracy, have high colour stability and durability and is able to negate restoration and layering effects.

Featuring a wider colour gamut for even more faithful colour reproduction, the impact is greatest when reproducing hues in the blue-magenta colour range. With the new EPSON UltraChrome™ K3 Ink set, we bring professional print quality to a whole new level.



To experience Epson's award-winning technology first-hand, join us at Epson Solution Centre on 5 November 2007 for a product demonstration and the opportunity to print your own images. Call 8688 6888 now to register your interest and / or to find out more.

Date: 5 November 2007
Time: 9.00am (Registration)
9.20am - 11.00am (Demo & Talk)
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