



New Horizons for the Hologram Industry as Holo-pack•Holo-print™ - the Global Industry Conference and Trade Show - Goes to China.

The Hologram Industry meets for its annual global conference and trade show in Shenzhen, China. Holo-pack•Holo-print™ brings together all industries involved in holography and its use in document security, product protection and packing.

London, July 29, 2005 -- The holography and hologram industry is once again meeting for its biggest conference and trade show, this time in the southern city of Shenzhen, China, from November 6-8 2005. Holo-pack•Holo-print has provided the worldwide forum for the industry since 1989 and this year the theme is *New Horizons – Global Opportunities*. Reconnaissance International is organising this platform for users and producers of holographic products for the 12th consecutive year. This includes the use of holography and holograms in packaging, security and for display purposes.

This year's programme puts a particular emphasis on holography and holograms for document security. The application of new types of holograms to important documents is an increasingly refined security feature. Document fraud prevention and brand protection are only two of the areas benefiting from an abundance of new and unique image security devices now available. New holographic techniques are also bringing *New Horizons* to many applications, including diagnostics, display, data storage, lighting and architecture.

The 2005 conference also focuses on the host country China. We will investigate the holography market in China as well as opportunities for foreign companies to do business in this market. China's hologram industry is now the largest in the world by volume and has a dynamic and innovative community of designers, manufacturers and R&D institutions. The country has both the world's fastest-growing economy and its largest population and will host the 2008 Olympics, which will see massive investment in an already vibrant market. As such, China offers new opportunities to the global holography industry, as do other countries in Asia such as India, with the region as a whole now poised to become a major force in holography.

The trade show at the same venue showcases the latest materials, equipment, production techniques and applications of holograms and holography. The newest computer origination systems, lasers, finishing applications and converting equipment will be on display. A series of talks, covering a variety of holography related topics ranging from new anti-counterfeiting technology to high-resolution optical features and design and orientation of holograms in the internet age rounds off the programme.

Last year's event in Prague, Czech Republic was a notable success. Attendees commented

"I've learned a lot and found good contacts and feedback, giving me a much clearer view of the future of the industry."

(Holotools, Germany)

"It provides a platform to meet the world's holographic industry in one place and freely exchange views for a great future."

(Holostik, India)

Holo-pack•Holo-print 2005 is being organised by Reconnaissance International, managers of the event since 1989, in partnership with the Chinese AntiCounterfeiting Technology Association (CATA) and China Public Security Publishers, which are holding their annual security technology exhibition in Shenzhen immediately before the conference. The proximity of the two events is designed to enable companies to attend both and is expected to result in a larger attendance at **Holo-pack•Holo-print**, both from local and international companies, than at previous events. For booking forms and details about exhibiting and visiting the event, please visit www.holopackholoprint.info

About Reconnaissance International:

Reconnaissance International, a publishing and consultancy company, is the leading source of intelligence on the holography industry. In addition to organising the **Holo-pack•Holo-print** conferences, Reconnaissance also publishes the industry's monthly newsletter **Holography News**, as well as the **Holo-pack•Holo-print Industry Study and Market Report** and other reference books on holography, and provides the secretariat for the International Hologram Manufacturers Association (IHMA).