



## **Deadline Nears For Holography Awards Nominations**

*September 15th sees the deadline for nominations for this year's Excellence in Holography Awards, due to be presented on November 8 2005 at the Holo-pack\*Holo-print Conference dinner in Shenzhen, China. This year there is a new category; Best Industrial Applications. This reflects the fast-changing face of the global holography industry.*

London, UK September 11, 2005 -- The search is on for the best holographic projects over the past 12 months for submission to the Excellence in Holography Awards 2005, jointly sponsored by the International Hologram Manufacturers Association (IHMA) and Holography News. These are the most prestigious awards of the holographic industry and recognize outstanding developments in holography. Now in their 13th year, the awards have throughout this time heralded innovations and developments in the marketplace for converters and customers.

Nomination forms are still available for the awards, which will be presented to the winners at the annual Holo-pack\*Holo-print Conference Awards Dinner on November 8, 2005 in Shenzhen, China. Nominations may be submitted to Reconnaissance International (publishers of the industry newsletter Holography News and organizers of the Holo-pack\*Holo-print Conference), and can be made by either companies or individuals for hologram projects involving commercial production after August 1, 2004.

There are six categories, three of which are for Applications in Authentication/Security, Packaging, and Promotion/Illustration. The fourth is for New Holographic Products and the fifth is for New Holographic Techniques. To better reflect the changing face of holography; last year's category of Labelling has been dropped. In its place a new category has been introduced for Best Industrial Applications, which reflects the growing importance of holographic technologies outside the traditional area of embossed products – for example, for displays and holographic optical elements (HOEs), diagnostics, data storage and architecture. This category is sure to be particularly hotly contested.

Last year's winners included: Paper Products and Everest Holographics of India for their anti-counterfeit holographic lining used in cartons of Castrol GTX, which combined security with functionality, Optaglio of the UK and Czech Republic for OVMetal – a new technique for embossing holographic images into metal substrates which are used for a variety of applications, and Laser Optical Engineering for its Holomarque security system- a new technique for embedding covert serialised machine readable hologram marques into products or packaging.

One overall winner will be chosen from the winners of each category for the Best of the Year Award, which last year was won by Spatial Imaging for its Lightspeed digital hologram printer, which represents a major advance in the speed and quality of large format hologram origination.

This year will also see the presentation of the Brian Monaghan Award for Business Innovation, introduced by the International Hologram Manufacturers Association two years ago in memory of Brian Monaghan, one of the industry's most innovative entrepreneurs, who died aged 34. Last year the award was made to Werner Reinhart of German foil manufacturer Leonhard Kurz GmbH, who is widely credited with pioneering the use of holograms on banknotes and whose company continues to dominate this sector.

The IHMA and Reconnaissance have already received a number of innovative submissions and encourages any company working with holograms to apply. There is a \$28/£15/€23 handling charge per entry, each of which must be supported by examples of the item incorporating the hologram or holographic technique. Companies and individuals are not limited to the number of entries they can make.

The closing date for nominations is September 15, 2005 and the winning submissions will be on display at the Holo-pack\*Holo-print Conference at the Wuzhou Guest House.

### **About the IHMA**

The International Hologram Manufacturers' Association (IHMA) is an association of more than 60 of the world's leading hologram producers working together to advance the interests of the industry. One of its foremost achievements is the Hologram Image Register, a hologram registry that protects security holograms from being copied.

For more information visit the website at: [www.ihma.org](http://www.ihma.org).

### **About Reconnaissance**

Reconnaissance International is the leading publisher and consultant in the area of holography and anti-counterfeiting. It produces the monthly industry newsletter Holography News™, the Holo-pack\*Holo-print Industry

Study and Market Report™ and the Holo-pack•Holo-print Guidebook. It also provides the secretariat for the IHMA and has offices in London and Denver.

Contact Details:

For further information, contact Reconnaissance International:

Astrid Mitchell

Phone: +44 (0) 1932 269917

[www.reconnaissances-intl.com](http://www.reconnaissances-intl.com)

[www.holographynews.info](http://www.holographynews.info)

[www.holopackholoprint.info](http://www.holopackholoprint.info)

###