



## **Holo-pack•Holo-print Industry Study and Market Report 2006-2011 to Launch at Holo-pack's November 2006 Vienna Conference**

*Reconnaissance International is to undertake its fourth in-depth study of the holography industry and its markets, to be published in November 2006 under the title Holo-pack•Holo-print Industry Study and Market Report 2006-2011.*

London, UK March 2, 2006 -- The Hologram Industry is set for great changes in the second half of this decade. The industry is expanding eastwards into Eastern Europe and Asia, which are rapidly becoming the most active markets. The global market continues to grow, but there are more competing technologies and more threats to the established markets than ever before.

Yet this is also a period of great innovation in holography. Will it be new companies that develop these new products or will the established hologram manufacturers adapt their processes to adopt these products?

The new study will analyse the hologram industry and the markets for its products, with projections five years ahead. It will also examine the potential for these new products and the scope for existing producers to work with them. Previous Reconnaissance holography industry studies have proved extremely useful in long-term investment planning for hologram companies, and this fourth report will perhaps prove one of the most important in helping the existing producers and in research holography. Reconnaissance use a respected academic institution to plan the future of the industry. It also includes a briefing report on all the major players in the industry, with the knowledge and insight that only Reconnaissance can offer.

As with the three previous studies, the data will be gathered through a comprehensive survey of holography companies and suppliers, combined with personal interviews with a number of key figures in the industry conduct the quantitative research, with the results being analysed and the report written by the company's senior directors, who have many years' experience in the industry between them. The most recent study, published in 2001, comprised three volumes with nearly 300 pages of data and analysis. This latest study will include an industry directory for the first time and also, due to popular demand, more detailed breakdowns and analyses of specific sectors within document and brand protection, as well as packaging and industrial applications.

The *Holo-pack•Holo-print Industry Study and Market Report 2006-2011* will be priced at £2,500/\$4,950/€3,8625, with a 10% discount for Holography News subscribers and a further 10% discount to companies that bought the third edition. The price for companies that pre-order the report (before December 31 2005) is £2,250/\$4,455/€3,260, plus the discounts (up to 20%) for subscribers and/or purchasers of the previous edition.

*The Industry Study and Market Report* will be launched at the Holo-pack•Holo-print Conference and Trade Show, which has just been confirmed for the Hilton Am Stadtpark in Vienna, Austria from November 15-17 2006. Organisers Reconnaissance are now inviting proposals for papers, which should be sent to Ian Lancaster by the end of March. Please see below for contact details.

The ever growing tradeshow will showcase the latest products and developments. There are early booking discounts for companies wishing to exhibit at the tradeshow. Those interested are advised to contact Reconnaissance as soon as possible to book space and take advantage of these discounts.

The conference will spotlight new technologies and markets for holography across the spectrum of authentication, brand enhancement and industrial applications. The program will also feature updates on some of the groundbreaking developments in holographic production presented at previous Holo-pack•Holo-print conferences.

For additional information on the Industry Study and Market Report, or on the Holo-pack•Holo-print Conference and Trade Show in Vienna, please contact Ian Lancaster or visit [www.reconnaissance-intl.co.uk](http://www.reconnaissance-intl.co.uk).

### **About Reconnaissance International:**

Reconnaissance International is the leading publisher and consultant in the area of holography and anticounterfeiting. 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 International Holograms Manufacturers Association (IHMA), and has offices in London and Denver.

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