

Digital Photo Fulfillment 2009 Conference Registration

First/Given Name _____ Last/Family Name _____
 Title/Position _____
 Company _____
 Complete Mailing Address _____

Telephone _____ Fax _____ Email _____

Conference registration includes admission to all technical sessions, lunch during the Saturday keynote, the conference reception, and a CD/Abstract Proceedings. Register online at www.imaging.org/conferences/tdpf2009 or fax this form to 703/642-9094.

Conference Registration (CHECK ONE)

	IS&T/PMA Member	Non-member	TOTAL
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After January 28, add \$50 to the appropriate fee below.

___ Technical Registration	\$325	\$405	\$ _____
___ Speaker/Session Chair	\$300	\$380	\$ _____
___ Student (ID required)	\$215	\$240	\$ _____
___ One day (check one) ___ Sat ___ Sun	\$195	\$250	\$ _____

You may order additional copies of the proceedings at the special advance purchase/on-site rate

___ Extra CD/Abstract Proceedings Book	\$60		\$ _____
___ Extra ticket for Conference Reception	\$35		\$ _____
___ Extra ticket for Keynote Luncheon	\$50		\$ _____
___ IS&T Membership	\$95 US \$105 Non-US		\$ _____

join now and calculate your fees based on membership rates; new memberships paid for now expire 12/31/09

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 IS&T, 7003 Kilworth Lane, Springfield, VA 22151 • 703/642-9090; 703/642-9094 fax; info@imaging.org

Please note: To cover bank charges and processing fees, there is a cancellation fee of \$75 until January 28, 2009. After that date, the cancellation fee is 50% of the total plus \$75. All requests for refund must be made in writing. No refunds will be given after March 15, 2009.

Hotel Information

The Westin Casuarina Las Vegas Hotel, Casino & Spa – Las Vegas, Nevada

A special block of rooms at a discounted rate (\$195 single/double) is being held at the Westin Casuarina Las Vegas for the nights of **Feb. 26 - March 2, 2009** based on availability. To receive the special group rate, individuals must identify themselves as being with the Society for Imaging Science and Technology Digital Photo Fulfillment Conference at the time the reservation is made.

Reservations Deadline: **January 30, 2009**

Check in time: 4:00 pm Checkout time: 11:00 am

Room rate: \$195 single/double + 9% state and local taxes

For triple and quadruple occupancy, there is a \$30.00 per person fee (18 years old and above).

Reservations may be made at www.starwoodmeeting.com/StarGroupsWeb/res?id=0711263408&key=7B52D or by calling: 866/837-4215.

Please notify the hotel of any cancellations more than 48 hours before arrival. Notice of cancellation received within the 48 hours prior to arrival date will be charged a cancellation fee equal to one (1) night's room revenue and tax. Be sure to obtain a cancellation number.

Transportation Notes: Las Vegas is served by the McCarran International Airport. Transportation can be arranged with On Demand Sedan & Limousine (800/990-0417; 702/688-6090; www.odslimo.com) or via the airport taxi stand.



International Symposium on Technologies for Digital Photo Fulfillment

"The Personalization of Photo Imaging Output"

*Highlighting the technologies that drive the products exhibited
at PMA, including
Photo Books and Personalized Photo Output*

PRELIMINARY PROGRAM

February 28–March 1, 2009 • Las Vegas, Nevada



Sponsored by Society for Imaging Science and Technology

Social and Technical Papers Program*

Saturday February 28, 2009

**8:30–11:40 AM
IMAGE CAPTURE AND
PROCESSING**

Session Chair: Herb Stein, consultant

**Development of the New Architecture
PIACCD Image Sensor and Its Features,**
Makoto Kobayashi and Katsumi Ikeda,
FUJIFILM Corporation (Japan)

**HP's Real Life Technologies for Image
Enhancement,** *Ron Gompertz, Hewlett-Packard
Company (USA)*

**Real-time Image Processing for Portable
Devices,** *Rodney Shaw, White Rose Digital (USA)*

**Automatic Photo Enhancement Server
(HIPIE 2),** *Renato Keshet, Carl Staelin, Boris
Oicherman, Mani Fischer, Pavel Kisilev, Sagi
Schein, Doron Shaked, Marie Vans, Hila
Nachlieli, Ruth Bergman, Ron Maurer, Michal
Aharon, Alex Berkovich, and Shimrit Feldman,*
*Hewlett-Packard Laboratories (Israel); Ran
Waidman, Oren Bengi, Gal Amit, Shlomo
Harush, Asher Alon, Hewlett-Packard Indigo Ltd.
(Israel); Matthew Gaubatz and Steven J. Simske,*
*Hewlett-Packard Laboratories (USA); and
Darryl Greig, Hewlett-Packard Laboratories (UK)*

**Using Content-based Image Retrieval (CBIR)
to Enhance Image Processing Workflow,**
Peter Chin, Imprezzeo (Australia)

Metadata for Consumers, *Jean F. Barda,*
*International Imaging Industry Association
(France)*

**11:40 AM–1:35 PM
KEYNOTE LUNCHEON**

**Why Trying to Resell Wireless Minutes Leads
to Success in Online Imaging**

Ben Nelson, General Manager,
Snapfish by HP (USA)

**1:35–4:35 PM
PRINTED PRODUCT FULFILLMENT**

Session Chair: Rita Hofmann,
ILFORD Imaging Switzerland GmbH

Mobile Printing, Today and Tomorrow,
*Kei Hyodo, Konica Minolta Business
Technologies (Japan)*

**The Importance of Quality in Photo Gift
Production,** *Mark B. Mizen, Creative Memories
(USA)*

**New Technologies Provide a Wider Array of
Products from Digital Fulfillment,** *Jay Hitchens,*
Qualex, Inc. (USA)

Retail Printing Technology, *Michael Devoy,*
*Pete Rudak, and Joseph E. LaBarca, Eastman
Kodak Company (USA)*

**Increasing Online Photo Gift Sales Through
Emotional Interplay,** *Ulf Unbehaun, Personello
GmbH (Germany)*

Kodak Adaptive Picture Exchange (APEX),
Robert F. Mindler and William T. Rochford,
Eastman Kodak Company (USA)

**4:35–5:35 pm
COMPANY AND PRODUCT
PROFILES**

Session Chair: Stuart Gordon, Eastman Kodak Co.

**Five minute overviews of digital photo
fulfillment companies and related technologies**

**6:00–8:00 pm
Conference Networking Reception**

Sunday March 1, 2009

**8:30–10:20 AM
OUTPUT EQUIPMENT**

Session Chair: Kurt Freund, Imaging Power

The Exploration of Dry-Micro/Minilabs,
Kurt H. Freund, Imaging Power (Switzerland)

Universal Printer Benchmark Test Protocol,
*Michel F. Molaire, Michael Sykes, and Richard
Greenaway, Eastman Kodak Company (USA)*

**Investigation of Workflows for High Quality,
Fine Art Black & White Digital Publishing,**
Kok-Wei Koh, Hewlett-Packard Laboratories;
*and Niitin Sampat and Franz Sigg, Rochester
Institute of Technology (USA)*

**An Improved Automated Workflow for Digital
Print Production,** *Zac Bogart, ZBE, Inc. (USA)*

**10:50 AM–2:50 PM (with lunch break)
MEDIA**

Session Chair: Thomas Curley, FUJIFILM USA, Inc.

Advanced Display Material for Ink Jet Printers,
Thomas A. Curley, FUJIFILM USA, Inc. (USA)

Kodak Professional Ektar 100 Film, *Daniel
Kennelly, Eastman Kodak Company (USA)*

**Fade Stability of Color Photographic Images
in the Presence of Ozone Gas,** *Dave Miller,*
Adam Bush, John Coleman, Steven Dool,

*Joseph LaBarca, Alan Moore, Daniel Ocorr,
Corey Shaner, and Burton Smith, Eastman Ko-
dak Company (USA)*

**Kodak Professional Supra Endura VC Digital
Paper—A New Silver Halide Paper Optimized
for Color Managed Professional Digital Labs,**
*Patrick Webber, Jess Hendricks, and Steven
Schmidt, Eastman Kodak Company (USA)*

**Development of FUJIFILM Quality Paper,
A New Thermal Photo Printing Material,**
*Shigeaki Ohtani, Shigeru Shibayama,
Tomoyuki Koide, Masaaki Miki, and
Takuya Arai, FUJIFILM Corporation (Japan)*

Thermal Printing for Digital Output, *David G.
Foster, Eastman Kodak Company (USA)*

**3:20–5:00 PM
THE TDPF BUSINESS SPACE**

Session Chair: Don Franz, Photofinishing News

The Picture to Print Value Chain, *Reiner Fageth,*
CeVe Color AG and Philipp Sandhaus,
University of Oldenburg (Germany)

**The Consumer Knowledge Gap in Digital
Photography,** *Jay Hitchens, Qualex, Inc. (USA)*

**Automatic Geotagging: Technology and
Opportunities,** *Mark Terry, Geotate (UK)*

**The New Personalized Photo Products
Business Model,** *Don Franz, Photo Imaging
News (USA)*

Conference Committee

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