

Can Consumer Printing & Digital Photos Thrive in a YouTube World? Find out @ the 08 Lyra Imaging Symposium

The 2008 Lyra Imaging Symposium will deliver the digital imaging industry's definitive market research analysis and forecasts on the wide-reaching world of consumer imaging and digital photography. This segment of the Symposium covers home photo and document printing; digital cameras; camera phones; online and retail photo printing; and the interplay of each of these in the Internet's rapidly expanding "social networking" culture of sites such as Flickr, MySpace and YouTube. The analysis and forecasts will be complemented by thought-provoking presentations from recognized industry leaders. The conference will be held Monday, January 28 to Wednesday, January 30, 2008 at the newly remodeled Rancho Las Palmas Resort and Spa in Rancho Mirage, California. For more event information, visit <http://www.lyra.com/symposium>.

Newton, MA ([PRWeb](#)) January 23, 2008 -- The 2008 Lyra Imaging Symposium will deliver the digital imaging industry's definitive market research analysis and forecasts on the wide-reaching world of consumer imaging and digital photography. This segment of the Symposium covers home photo and document printing; digital cameras; camera phones; online and retail photo printing; and the interplay of each of these in the Internet's rapidly expanding "social networking" culture of sites such as Flickr, MySpace and YouTube. Recognized industry leaders will complement Lyra's analyst presentations.

The conference will be held Monday, January 28 to Wednesday, January 30, 2008 at the fully remodeled Rancho Las Palmas Resort and Spa in Rancho Mirage, California. The theme of this year's conference is "New Technologies Challenging the Business Model." Adobe Systems will return as the official event sponsor, and Global Graphics Software will kick off its 2008 worldwide conferences sponsorship at the Symposium. Early registrations indicate that the 2008 Symposium attendance will exceed last year's record turnout. To register, visit <http://www.lyra.com/symposium>.

The following are highlights from the Consumer Imaging and Digital Photography segment:

Keynote: Recent Technology Challenges in Digital Photographic Print Quality: Catherine Fiasconaro, vice president and director of the well-respected SpencerLab Digital Color Laboratory, will integrate surprising results from several focus group studies in this in-depth analysis of digital photographic print quality. Fiasconaro will evaluate the traditional photo printing business models and discuss the many new technologies that are challenging that largely silver-halide based approach, including ink jet, dye sublimation, color laser, solid ink, and others. By establishing major print quality and print delivery milestones, she will look at future industry opportunities beyond the 4 × 6-inch print and identify the constellation of challenges beyond print-quality supremacy.

Beyond Photo Output: Anticipating Opportunities in the Evolving Photo Culture: Steve Hoffenberg, Lyra's director of consumer imaging research, will focus on revealing survey findings and forecasts that challenge the consumer photo imaging industry to prepare for product diversification as photo print revenue flattens. Hoffenberg will explore key product initiatives that could offer a solid growth path.

Future Photo: A Panel Discussion: Hoffenberg will also lead an engaging discussion with a panel of photo imaging industry newsmakers, including Tomasz Johannsen, director of product management at EZ Prints; Michel Lacaille, marketing director at Les Pros de la Photo (Canada); Graham McFarland, president and chief

executive officer of ExpressDigital; Peter Pham, vice president of business development at Photobucket; and Chad Richard, chief executive officer of Simple Star. The panel will discuss strategies to up-sell customers beyond 4 × 6-inch prints; increasing margins by improving back-end production efficiencies; increasing photo printing business among the younger print-less, digital generation; opportunities in the midst of photo retail channel consolidation; and the prospects and challenges from partnerships with mobile phone service providers.

Consumer and SOHO Printing in an iPhone World: Larry Jamieson, director of Lyra's syndicated Hard Copy Industry Advisory Service, will look at the many cultural and technological threats that printer vendors are facing as they seek to increase shipments and revenue in the consumer and SOHO printer and MFP markets. Jamieson will discuss a multi-pronged response to factors such as the demise of computer and printer bundling in the midst of home network environments; the increased viability of and reliance on mobile content delivered via iPhone and similar devices and dynamic online content such as MySpace and family blogs; the downward spiral of flat-panel display pricing; and the cultural shift away from hard copy content. He will explore how companies that are anticipating these assaults will lead the way, offering easy-to-use, network-friendly printing devices; appealing niche products to connect with diversified demographics; multi-tiered consumables pricing; and stunning print speed and price performance. Jamieson's forecast analysis will offer a global assessment of which regions offer rapid expansion and which established regions show signs of maturing.

Other segments of the agenda include Office Printing (Enterprise, SMB, Software); Global Spotlight; Wall Street Analyst Roundtables; Commercial Printing; Home and Office Digital Imaging Supplies; and Digital Imaging and the Environment. Visit www.lyra.com/symposium for updated agenda details as well as registration, hotel, and travel information.

How to Register

To register, call Sandy Tobin at 617-454-2612, or visit <http://www.lyra.com/symposium> for secure online registration. The Symposium will take place from 12 p.m., Monday, January 28, 2008, to 5 p.m., Wednesday, January 30, 2008. The standard registration fee is \$1,695. Attractive group-rate incentives are available.

Leading Imaging Companies Sponsor the Symposium

In addition to Adobe and Global Graphics Software's marquee sponsorships, sponsors include Konica Minolta and Xerox Corporation as platinum sponsors; Mohawk Fine Papers as recreation activity silver sponsor; and Avery Dennison, Imaging Spectrum magazine, Monotype Imaging, PageMark Technology, QualityLogic, RechargeAsia magazine, Sensient, Uninet, and Zoran Corporation as specialty sponsors.

Steve Hoffenberg Also Keynoting at I3A's Technical Forum at PMA

At PMA 2008, the Photo Marketing Association's upcoming international convention, Lyra's Steve Hoffenberg will deliver a keynote presentation for the International Imaging Industry Association's (I3A) Digital Photo Archiving Technical Forum: Keeping Preservation Top of Mind. Hoffenberg's presentation, titled "The State of Image Preservation," will take a hard look at how well the industry has equipped consumers with effective and easy-to-implement digital image management tools to ensure that memories are preserved for future family generations.

Following his keynote, Hoffenberg will moderate a first-ever live consumer panel, during which attendees can find out what real photo consumers think about preservation issues, or whether they even think about these issues at all. The sessions take place Friday, February 1, 2008, from 8:30 a.m. to 12 p.m. at the Las Vegas Hilton in Conference Rooms 7-10. For more information, visit <http://www.i3a.org>. To schedule an analyst meeting with

Steve Hoffenberg, send an e-mail immediately to [stevhoffenberg @ lyra.com](mailto:stevhoffenberg@lyra.com).

Lyra Research: The Digital Imaging Authority

Lyra Research collaborates with imaging industry decision makers worldwide, enabling clients to strengthen their market position and achieve profitable growth. Lyra's expert analysts and editors help clients devise and implement creative solutions to business challenges, arming them with competitive intelligence, strategic and tactical advice, news and analysis, and market forecasts.

Since 1991, Lyra's custom research and consulting, advisory services, award-winning journals, and innovative events have set the standard for analysis of imaging hardware, consumables, and digital photography markets.

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To register or sponsor:

<http://www.lyra.com/symposium>

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