



# 18<sup>th</sup> Annual THERMAL PRINTING CONFERENCE

*Connecting with New Technologies, Applications & End User Trends*

**May 21-23, 2007**

Arizona Golf Resort Hotel & Conference Center  
**Mesa, Arizona**

sponsored by

**Information Management Institute, Inc.  
&  
Schofield Imaging Associates**

---

## **New, in-depth Conference Focus:**

*Connecting with new Technologies, Applications & End User Trends*

As a mature technology, technological developments in thermal printing are more frequently incremental than fundamental. Printhead and media technology is highly refined. Distribution channels are well established. Traditional applications remain healthy, stable thermal industry strongholds. Yet overall industry growth has slowed as a function of increased first world market penetration to GNP related numbers. Advances in ink jet continue to dominate color and photo printing markets. In view of this maturity where can the thermal industry find new and continued growth?

- Technology & Product Innovations that Enable New Demand
- Continued Penetration of Traditional Applications in the Developing World

IMI's **18<sup>th</sup> Annual Thermal Printing Conference** departs from its traditional format to gain insights into the opportunities and challenges of exploiting world markets and capitalizing on the many new and exciting information, communications and media related innovations. In spite of advancements in competing technologies such as ink jet, the continued growth and proliferation of kiosk applications (distributed information and communications) continues to fit the inherent strengths offered by thermal printing in simplicity, reliability and specialization.

Prime areas of conference focus include

- Kiosk Applications (Distributed & Automated Printing)
- Digital Photo Printing
- RFID Tags & Labels

IMI's **18<sup>th</sup> Annual Thermal Printing Conference** program combines a diverse group of speakers who represent enabling consumer, business and industrial end-user trends with thermal industry experts. The format is designed to connect industry participants with systems and end-user product innovations and prepare thermal printing industry participants for future challenges.

---

**And don't miss IMI's**

## **1<sup>st</sup> RFID Technology Integration Symposium**

**May 23-24, 2007 - Mesa, Arizona**

Utilization of RFID technology is receiving unprecedented attention from all corporate sectors: manufacturing, distribution, retail, transportation, military/government, service, etc. and is rapidly developing beyond the originally mandated supply chain applications.

The development of RFID technology into useful programs for such a wide array of applications requires the skills of many varied disciplines as well as the successful integration of the basic RFID technology with the process and management operations and functions of the participating organizations.

IMI's **1<sup>st</sup> RFID Technology Integration Symposium** will bring together leading experts in all aspects of RFID technology, the various components and subsystems required to develop successful RFID applications.

Sessions will address the basic RFID system components, the integration process and analysis of successful RFID applications.

# 18<sup>th</sup> Annual Thermal Printing Conference

## Monday, May 21, 2007

11:00 a.m. Conference Registration

1:30 p.m. Session 1 – **Thermal Printing Industry Today & Tomorrow**

### WELCOME AND INTRODUCTIONS

Alvin G. Keene, President, Information Management Institute, Inc., Carrabassett Valley, Maine

Harold Schofield, Schofield Imaging Associates, Narragansett, Rhode Island

### STATE-OF-THE INDUSTRY ADDRESS

Harold Schofield, Schofield Imaging Associates, Narragansett, Rhode Island

- Conference Overview
- Industry Update For 2007
  - Growth & Competition By Market Segment
  - What's New For 2007?
- Technology Update For 2007
  - Printheads
  - Media
  - Products & Systems
- Sales Channels & Supply Chains
  - The China Factor
- Competitive Outlook
- Future Trends

### GLOBAL AIDC MARKET STRUCTURE & TRENDS

Louis Bianchin, Senior Analyst & Program Manager RFID, Venture Development Corporation, Natick, Massachusetts

- Market Overview & Growth Trends
  - Regions
  - Technologies
  - Vertical Markets/Applications
  - Competition
- Technology Trends
- Vertical Markets & Applications Trends
  - Largest & Fastest Growing Applications
  - Adoption Drivers & Barriers

### THERMAL MEDIA ADVANCES

Mike G. Cove, Marketing Manager – Identification Products, Appleton Technical Papers Division, Appleton, Wisconsin

- Thermal Media Market Overview
- Market Driven Solutions
- Heat, Light & Environmental Resistant Media Developments
- RFID & Security Applications
- Utilization Of Direct Thermal's Inherent Advantages
- Case Studies Demonstrate Success
- Future Trends

### POTENTIAL BENEFITS OF POLYURETHANE DISPERSIONS (PUD's) FOR THERMAL PRINTING APPLICATIONS

Yuliya Berezkin, Senior Associate Research Scientist, Coatings, Adhesives and Sealants Business Development, Bayer Material Science, Pittsburgh, Pennsylvania

- Technology Concept & Properties of PUD's
- PUD's Are Environmentally Friendly Polymers
- Potential Benefits
  - Protect Image (Water, Chemical, Hydrolytic, Weather, Stain & UV Light Resistance)
  - Improve Aesthetics (High Gloss, Clarity, Soft Feel, Texture)
  - Ease Of Application & Nontoxic
- Partnerships To Utilize PUD's

5:30 p.m. Reception

## Tuesday, May 22, 2007

8:00 a.m. Breakfast Buffet in Restaurant

9:00 a.m. Session 2 – **Kiosk Printing**  
(Distributed and Automated Printing)

### SUCCESSES AND CHALLENGES PROVIDING SOLUTIONS FOR PHOTO RETAILERS & SELF-SERVICE KIOSK OPERATORS

Murray Macdonald, President / CTO, Storefront.com, Vancouver, British Columbia, Canada

- Kiosk & Photo Fulfillment Economics
- Changing Data Sources: Mobile Phones, Cameras, Credit/ID Cards, Etc.
- Technologies, Trends & Photo Capture Sources
- Kiosk Printing Solutions
- The Market & Opportunities
- Sneak Peek At Revolutionary Customer-Facing Technologies That We Expect To Have Significant Impact On Future Of Retail Imaging

### THERMAL PRINTHEADS – MAXIMUM PERFORMANCE

Hidekazu (Henry) Akamatsu, Manager of Application Engineering, Thermal Printhead Division, Kyocera Corporation, Kagoshima, Japan

- Black & White Applications
- Color Applications
- Trends For Future

### TWO-SIDED THERMAL PRINTING (2ST)....

#### WHERE TWO SIDES ARE BETTER THAN ONE

Mike VanDemark, Vice President Global Marketing, NCR Systemedia, Miamisburg, Ohio

- What Is 2ST?
- The Technology & Benefits
- Applications & Demonstration
- Environmental Impact
- Customer Feedback
- NCR's Open Licensing Strategy
- Market Vision

12:00 Noon Luncheon

1:30 p.m. Session 3 – **Digital Photo Printing**

### THE FUTURE OF PHOTO

Marshall H. Glenn, Vice President – Account Management, DNP Photo Imaging America, San Marcos, Texas

- Transition from Conventional To Digital
- Technology Trends
- Real World Application Trends
- Printing Solutions
- Market Opportunities

### ZINK TECHNOLOGY: PRINTING WITHOUT INK

Scott Wicker, Vice President of Marketing, ZINK Imaging, LLC, Waltham, Massachusetts

- Patented Technology That Enables "Zero Ink" Printing
- High Quality Photo Images With Only One Supply
- Magic Is In The Paper: Embedded Dye Crystals & Polymer Overcoat
- Design Versatility (Small Size, Mobility, Embeddable In Other Devices, Simplicity, Etc.) Enable Wide Range Of Applications
- Partnerships For Diverse Product & Application Portfolio

### TOSHIBA HOKUTO THERMAL PRINthead TECHNOLOGIES 2007

Abumi Enomoto, Senior Specialist, Electronic Devices Application Engineering Group, Electronic Devices Division, Toshiba Hokuto Electronics Corporation, Minato, Japan

- Product Lineup
- Advantages Of Toshiba Printhead
- Technology Trend By Applications

### Suppliers' Forum

The Suppliers' Forum, a popular component of IMI Conferences, features five minute Presentations Related To Technology, Capabilities, Services, New Product Introductions, etc. The Suppliers' Forum is open to all Conference Registrants

5:30 p.m. Reception

## Wednesday, May 23, 2007

8:00 a.m. Breakfast Buffet in Restaurant

9:00 a.m. Session 4 – **RFID & OtherTag & Label Opportunities for Thermal Printing?**

### RFID'S IMPACT ON AIDC PRINTING MARKETS

Louis Bianchin, Senior Analyst & Program Manager RFID, Venture Development Corporation, Natick, Massachusetts

- Does RFID Implementation Change Label Printing Requirements?
- RFID Printing Requirements
- Thermal Printing Opportunities For RFID Applications

### UID (UNIQUE IDENTIFICATION) COMPLIANCE LABELS: SPECIFICATIONS, REQUIREMENTS & THE REALITY

Charles E. Mara, Consultant, Concord, Massachusetts

- DOD Mandate Creates New "Compliance Label" Market
- Required On Items Valued Over \$5,000 & For All Assets Maintained By Serial Number
- Standards Are Challenging Requiring Knowledge Of Advanced Bar Code Label Formats & Syntax
- Numerous Printing Technologies Usable For Labels, Tags, & Direct Product Marking
- Opportunity For Thermal Transfer Labels
- Get A Jump Start In This Application Market By Understanding Applicable Specs, Image Composition Software, Scanners & Validation/Verification Products

### ROHM THERMAL PRINthead TECHNOLOGIES 2007

Tadashi Yamamoto, Senior Design Engineer, Rohm Electronics USA, LLC, San Diego, California

- Expansion Of Thermal Printer Market Require New Printheads
- Bar Code Label Printers: High Quality With High Speed
- Mobile Printers: High Energy Efficiency
- Card Printer: Specialty Medias Including Rewritable Paper

12:00 Noon Adjournment



# 1<sup>st</sup> RFID Technology Integration Symposium

**May 23-24, 2007**

**Arizona Golf Resort Hotel & Conference Center  
Mesa, Arizona**

## Speaking Opportunities at IMI Conferences

If you have a potential topic for presentation at this or another IMI conference, please submit your proposed presentation topic and a brief outline to Al Keene at IMI (Email to [imi@imiconf.com](mailto:imi@imiconf.com) or fax to +1-207-235-2226) for review.

IMI is always looking for potential speakers for upcoming conference programs and will be pleased to discuss your ideas for potential presentation topics.



## PRODUCT DEMONSTRATIONS – FREE DISPLAYS

Printer and other product demonstrations/displays by both conference speakers and registrants are encouraged. IMI will cooperate with all interested parties to provide appropriate space so products can be displayed and demonstrated during the conference breaks. There is no charge in addition to the conference registration fee to have a display table. Interested companies should contact Al Keene at IMI to ensure that proper arrangements are made for product displays and demonstrations.

## Wednesday, May 23, 2007

12:00 Noon Symposium Registration

2:00 p.m. **What Is RFID Integration & Why Is It Necessary?**

### WELCOME AND INTRODUCTIONS

Alvin G. Keene, President, Information Management Institute, Inc., Carrabassett Valley, Maine

### RFID: A GLOBAL MARKET

Louis Bianchin, Senior Analyst & Program Manager RFID, Venture Development Corporation, Natick, Massachusetts

- Global Market Structure & Overview
- Vertical Markets & Applications Trends
- End User Requirements & Preferences
- Globalization Of Manufacturing Impacts RFID Implementation
- Key Success Factors For Successful Product, Market & Channel Development

### RFID: WHAT, WHERE AND HOW?

Gary Randall, American Barcode and RFID, Phoenix, Arizona

- RFID Is Changing & Will Continue To Change Supply Chain Operations
- RFID Drivers: Compliance Programs, Improved Systems Results, Cost Efficiencies & Other Benefits
- Relevant Standards & Specifications
- Typical Components & Integration Requirements For RFID Systems
- Future Trends

### RFID READINESS AND INTEGRATION PROCESS & REQUIREMENTS

Cliff Downing, Zebra Technologies Corporation, Phoenix, Arizona

- Defining Design & Operational Parameters
- Choosing Technologies & Components
- Tagging & Labeling Options
- Overcoming Challenges
- Guidelines For Establishing RFID Programs
- Case Studies

5:00 p.m. Reception

**Registration Online Now**

**[www.imiconf.com](http://www.imiconf.com)**

## Thursday, May 24, 2007

8:00 a.m. Breakfast Buffet in Restaurant

9:00 a.m. **Evaluating RFID Integration Options**

### INTEGRATION OF MU-CHIP INTO SUCCESSFUL SYSTEMS

Gary Andrechak, RFID Product Manager, Security Solutions Group Hitachi America, Ltd., Brisbane, California

- Mu-chip Basics
- Target Markets: Authentication, Traceability, Work-in-Process
- Hitachi America's Core Mu-chip Solution Components
  - Mu-chip inlets & Tags
  - Readers: Fixed Mount Networkable, Handhelds, Embeddable Reader Modules
  - Reader Network Middleware
  - Evaluation Kits
- Case Studies Of Various Core Mu-Chip Solution Configurations For Specific Applications

### IMPLEMENTING RFID SOLUTIONS

Aneline Guita, Senior Technical Consultant, Psion Teklogix Corporation, Beaverton, Oregon

- RFID Benefits In A Wide Range Of Business Environments
- Integration With Mobile Networks, Bar Code Systems, SAP & Other Infrastructures
- How To Understand, Pilot & Implement Solutions
- Selection Of Technology & Product Options
- Case Studies

### THERMAL SOLUTIONS FOR RFID APPLICATIONS

Bob Piefke, Business Development Manager, Appleton Technical Papers Division, Appleton, Wisconsin

- Why Is Thermal Printing A Good Choice For RFID
- Thermal Compared To Other Printing Technologies
- Thermal Printing Integration Into RFID Applications
- Case Studies

### OPEN DISCUSSION

- Questions (Yes) and Answers (Maybe)
- Everything You Want To Know But Were Afraid To Ask About RFID

12:30 Noon Luncheon & Discussion

2:00 p.m. Adjournment

## REGISTRATION INFORMATION

Registration Fee: \$1095 per registrant per program  
\$995 for each additional registrant from same company to same program  
or for same registrant to second program when registered as a group.



The registration fee includes attendance at all sessions and scheduled continental breakfasts, lunches, receptions, coffee breaks plus the conference reference binder and CD.

Cancellations will receive a 100% refund if made 72 hours prior to the start of the program. Substitutions may be made at any time. Cancellations made less than 72 hours prior to the start of the conference will be charged a \$300 cancellation fee but will receive a copy of the complete conference binder and CD.

To register for the **18<sup>th</sup> Annual Thermal Printing Conference** or the **1<sup>st</sup> RFID Technology Integration Symposium** the submit the registration form with payment to Susan Meldrum, Conference Administrator, Information Management Institute, Inc., 1106 Valley Crossing, Carrabassett Valley, ME 04947 USA. You may reserve space by calling +1-207-235-2225, sending a fax to +1-207-235-2226 or by sending an email message to [imi@imiconf.com](mailto:imi@imiconf.com) or visiting our web site [www.imiconf.com](http://www.imiconf.com)



### 18<sup>th</sup> Annual Thermal Printing Conference

Arizona Golf Resort Hotel & Conference Center - Mesa, Arizona  
*May 21-23, 2007*



### 1<sup>st</sup> RFID Technology Integration Symposium

Arizona Golf Resort Hotel & Conference Center - Mesa, Arizona  
*May 23-24, 2007*

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL \_\_\_\_\_

Invoice Me

Send Me Credit Card Authorization Form

All checks should be in U.S. dollars drawn on an U.S. bank and made payable to Information Management Institute, Inc. An invoice with bank transfer details for IMI's U.S. or European bank account will be provided upon request.

### Golf & Other Arizona Attractions Available

The Arizona Golf Resort Hotel & Conference Center's 18-hole championship course offers playability and a challenge for players of all levels. Both pre and post conference time, the \$49 (PM) and \$59 (AM) rate provides a shared cart with GPS, mature trees framing each hole, undulating elevated greens, white sand bunkers plus a golf school with PGA instructors, full practice facilities and many other amenities. The signature 14th hole features a 175-yd shot thru Cottonwood trees and over water to the green. Combine golf, Grand Canyon side trip, Sedona, Goldfield Ghost Town, Superstition Mountains, shopping or another Arizona attraction with your conference attendance to make this a truly memorable visit.



### Hotel Information

IMI's 18<sup>th</sup> Annual Thermal Printing Conference and 1<sup>st</sup> RFID Technology Integration Symposium are being held at the Arizona Golf Resort Hotel & Conference Center in Mesa, Arizona. Hotel reservations are the responsibility of each meeting registrant. To receive the special meeting rate of \$89 (single or double occupancy) for deluxe guest room or \$109 (single or double occupancy) for a one bedroom suite, you must identify yourself as a registrant to an IMI Conference. Early booking is advised as the reduced rate is guaranteed only until April 30, 2007. Each room is furnished with refrigerator, microwave, wet bar, coffeemaker, personal safe and pillowtop mattress. To make hotel reservations online, go to Arizona Golf Resort Hotel & Conference Center Web Site [www.azgolfresort.com](http://www.azgolfresort.com)

1. On Home Page - click on reservations tab in upper left corner
2. On next screen - click on negotiated rate reservations (just below check availability)
3. On next screen - enter password **imico** and click on "Submit"
4. On next screen - fill in required information and click on "Check Availability"
5. On next screen - select desired room and proceed through reservation procedure

To make hotel reservations by phone: call Phone +1-800-528-8282 or +1-480-832-3202 and reference the group code "**IMI Conference.**"

The Arizona Golf Resort Hotel & Conference Center ([www.azgolfresort.com](http://www.azgolfresort.com)) is conveniently located just 30 minutes from Phoenix Sky Harbor International Airport. Situated on their own championship golf course, the resort also features a driving range, chipping and putting greens, proshop, swimming pool and fitness center among other amenities. Conference dress will be casual.

The hotel address is

Arizona Golf Resort Hotel  
425 South Power Road  
Mesa, AZ 85206-5296 USA  
Phone: +1-800-528-8282  
Phone: +1-480-832-3202  
Fax: +1-480-981-0151