

# MediaPack Summit programme



MediaPack magazine welcomes MEDIA-TECH Expo attendees to the only event in this year's industry calendar dedicated exclusively to media packaging

This magazine is pleased to be hosting the MediaPack Summit, which takes place on the afternoon of Wednesday, May 16 at the MEDIA-TECH Expo in Long Beach. Running from 2.00pm to around 5.35pm, the Summit promises to be the

definitive event for the media packaging industry this year.

Chairing the event will be Tom O'Reilly, *MediaPack* editor. "We think we've succeeded in creating a programme that will be of interest to everyone whose work puts

them in contact with packaged media, whether they design or specify it, handle, pack, sell or distribute it," he says. "We've put together a line-up of top industry executives to address key issues such as automation, the creative side of disc packaging, and what the future holds for the media packaging business." All sessions will be held in an entertaining panel discussion format.

Also on the programme is the New Product Showcase, a quick-fire session in which packaging suppliers preview their new packaging to the attendees, but must do so within a strict time limit.

We do hope that you can join us for what promises to be an enjoyable and informative afternoon.

## PROGRAMME

Wednesday, May 16, Presentation Theatre (MEDIA-TECH Expo show floor) 2.00-5.35 pm

Time	Subject	Description
2.00-2.05pm	<b>WELCOME</b>	Tom O'Reilly, Editor, <i>MediaPack</i> and Summit Chairman
2.05-2.45pm	<b>STATE OF THE MEDIA PACKAGING INDUSTRY</b>	Despite news reports of the impending death of physical media, CDs still account for the lion's share of how music is distributed, DVDs are the preferred means to watch a movie and \$50 new release videogames appear to be recession-proof. A who's who panel of packaging company executives will discuss the state of the art: how can packaging improve the fortunes of packaged media in the age of downloads? <b>PANELLISTS:</b> Robert Gabriel, AGI Polymatrix; Richard Roth, Ivy Hill; Andy Schuurs, Super Jewel Box
2.50-3.30pm	<b>ART VS COMMERCE &amp; THE CREATIVE MIND</b>	Independent art directors and designers compare notes on life in the trenches, dealing with ever-demanding clients amid shrinking budgets, diminished resources and faster turnarounds. <b>PANELLISTS:</b> Hugh Brown, Rhino; John Bailey, Geneon; Wendy Sherman, Art Slave; Mark Roberts, Ivy Hill
3.35-4.05pm	<b>NEW PRODUCT SHOWCASE</b>	Want to get a quick feel for new media packaging available? Packaging suppliers both show and provide samples of their latest media packages. Attendees will receive a set of all of the new package samples while supplies last! <b>PARTICIPANTS:</b> AGI Polymatrix; JakeBox; Key Solutions; New Medium Enterprises
4.10-4.50pm	<b>AUTOMATION OVERVIEW</b>	Automation is the key to keeping packaging costs to a minimum – but there's a balance to be struck: the more the package departs from one of the standard formats, the less likely it is that the process of putting it together can be fully automated. Industry experts discuss the latest media packaging trends from an automation perspective. <b>PANELLISTS:</b> Peter Wardell, Kyoto America; Roland Wyman, EAM; Matti Koski, Stora Enso
4.55-5.35pm	<b>MEDIA PACKAGING – THE FUTURE</b>	What are the key opportunities and challenges facing the industry going forward? Is there another Jewel Box or Amaray case out there? Will any other material compete with paper and plastic? What will happen to market demand for secure packaging? Our final panel will look into what the next few years are likely to bring to all those involved in media packaging. <b>PANELLISTS:</b> Ross Youngs, Univenture; David Dering, Dering Co; Kim Sorensen, Scanavo; Rod Streeper, Entertainment Distribution Company

MAIN SPONSOR



**Super Jewel Box**

Super Jewel Box offers the most attractive and unique line of packaging for all types of CD and DVD-based media. From music and movies to software and games, Super Jewel Box will add value and distinction to whatever is packed inside. All Super Jewel Box products are made from crystal clear, high grade polystyrene and incorporate modern features such as rounded corners, stronger hinges, and a locking clasp.

NEW PRODUCT SHOWCASE PARTICIPANTS



**AGI Polymatrix**

AGI Polymatrix will show the Vortex High Definition Multi Disc package. Highlights include:

- Ultra slim – only 15.8mm thick for three or four discs
- Continuity of look for the Vortex brand for BD or HD
- Developed with major studios' involvement
- Robust, durable PP material
- Perfect for TV series or multidisc sets



This will be presented by Robert Gabriel of AGI Polymatrix



**JakeBox**

JakeBox is a new, patented and award-winning Swedish non-plastic package concept for optical discs, distinguished by the folded 'claw' mechanism that holds and presents the disc in a spectacular and appetising way. Both custom printed and stock JakeBoxes are offered, as well as licenses for local production.



This will be presented by Dee Johnson of JakeBox



**Key Solutions**

The star metalpak 3D is a patented item from Key Solutions. It features a plastic insert and metal outer part. On the front of the star metalpak, there is a debossing to fit a lenticular card giving the package a 3D effect. It is perfect to catch end user attention at retail.



This will be presented by Jean-Noel Fournillier, managing director



**New Medium Enterprises**

NME's HD VMD discs are all packaged in the NL case. This competitively priced DVD case-sized solution features an integrated security system for better anti-theft protection, 14-point lid and one-sided opening. Its round-edge design features a protective air bubble for added shock protection. It is available in one and two-disc versions.



This will be presented by Nicholas Lavrov, creative director