

INAUGURAL EVENT

MEDIA-TECH members' pavilion for Gitex Dubai

Amongst the new initiatives being presented by the MEDIA-TECH Association to expand its reach, and to help drive the Association and its membership into broader markets, is the introduction of the MEDIA-TECH Members Pavilion at the September GITEX show in Dubai. The Pavilion aims to extend the presence of Association members, including many who are involved in packaging and packaging equipment, into the Middle East.

"We see this very much as part of our remit to provide our members and the industry with a strong presence at important trade shows Exhibitors will gain from a multi-faceted marketing and promotional program focused on the MEDIA-TECH Members Pavilion," notes Association Managing Director, Bryan Ekus.



Gitex 2006, this year will be bigger still

The Pavilion will be fully equipped with presentation stations to give Media-Tech member companies a cost-effective way to show their solutions and services. GITEX is among the world's top 3 Information and Communication Technology

exhibitions, and highlights the latest technology and services from international manufacturers and suppliers throughout the Middle East and North Africa. This year's event is expected to exceed last year's exhibitor list of 3,200 companies

from 79 countries, and its visitor numbers of 130,000.

The Association has reserved a booth of 70sqm in the hall that focuses on consumer electronics and IT solutions and the Pavilion has been positioned close to the Panasonic, Samsung, Sony, Optical Disc Group and LG Electronics booths.

At press date, several companies have already signed up for the Pavilion, including the packaging organisation, MPI.

"The Members who take up this opportunity to exhibit at the Association's Pavilion will gain exposure and benefit from the collective strength of multiple companies from the media manufacturing industry exhibiting together in the expanding MEA market," says Ekus. "This is an ideal opportunity for companies in our industry to learn more about opportunities in the MEA region and increase their exposure to this expanding marketplace."

www.media-tech.net

New MediaPack editorial team

There is a whole fresh team taking over at *MediaPack*, as Elizabeth Toppin takes overall editorial control and Debbie Galante Block takes on the new position as *MediaPack's* Contributing Editor, Americas. To complete the new team, Tim Frost, the newly appointed editor of parent magazine *One to One* takes over as Editor in Chief. Lucy Wykes continues in her role as Group Advertising Manager.

"Whilst it looks like its all-change here, actually the new team is hugely experienced in the media packaging world," says Frost, who was *MediaPack's* founding editor-in-chief. "Both Elizabeth and Debbie have been writing on these topics for the One to One Group for many years and bring a wealth of industry knowledge to the title."

Elizabeth takes over as editor from this issue and will be exploring a number of new projects with the title, including a new online service. Debbie's role will be to bring in the activities, views and news from the massive US and America's markets and she will be *MediaPack's* primary contact in the US.

"*MediaPack* is a well established title and the only one directly addressing packaging issues for the media market,"



Elizabeth Toppin, *MediaPack's* new editor

says Toppin. "So I am delighted to be taking over as editor at a time when there is increased interest in packaging as a tool to help physical media progress and when there is also so much discussion about the way that media packaging should address environmental concerns."

Departing *MediaPack* editor, Tom O'Reilly has recently been appointed as research and public relations manager for the MPEG LA and Paddy Baker has moved within the CMPi Ent-Tech division to edit *Installation Europe*.

"Both Tom and Paddy have helped to keep *MediaPack* highly respected in every part of the media packing market," says Frost.

BDMO and MIP win Court of Appeal ruling

Following court action led by Pozzoli that there had been infringement of its European patent EP (UK) 0 676 763 for packaging for multiple discs, the London Court of Appeal in London upheld the earlier decision of the Patents Court, that found that BDMO's Double Push Tray "did not infringe the Pozzoli patent". The findings also cleared Moulage Industriel de Perseigne SA (MIP) of a similar infringement claim.

In a decision that followed two years of litigation and a five day hearing, the Court also held that the Pozzoli patent was invalid.

Also recently proceedings brought by Pozzoli alleging infringement of the Pozzoli patent, the Tribunal de Grande Instance de Rennes, in France has found in favour of BDMO – a decision that has been appealed from by Pozzoli.

The first round of litigation in the German Courts has resulted in a win for Pozzoli and this case is also under review.

"We are delighted at the convincing outcome of the English proceeding," Geert Casselman, Managing Director of BDMO says. "This judgment makes us optimistic about the final outcome of the parallel patent procedures in France and Germany. This judgment also vindicates the decision of BDMO to defend this claim, which it always believed to be ill-founded, and not to give in to the huge commercial pressures in the marketplace to compromise."

www.bdmo.com



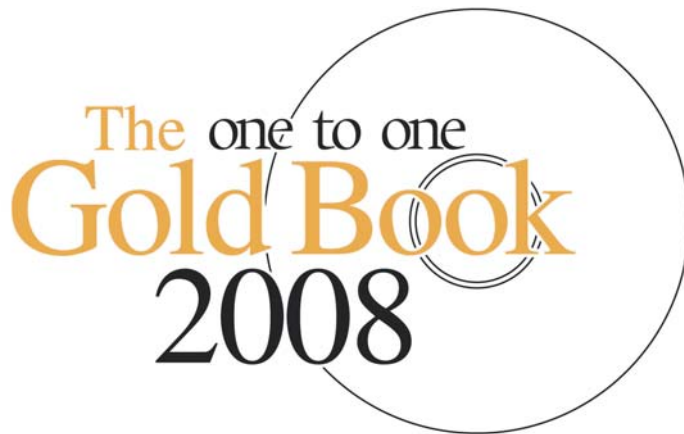
DIRECTORY PLANS

One to One Gold Book 2008 opens its doors for business

Work has begun on the 2008 issue of the *One to One Gold Book*, which will be published in November 2007. This market-leading title will have a new look and new features for its 21st edition.

The 2008 edition will include a single Buyer's Guide to Products and Services – allowing users to refer to a single index so that they can quickly find the equipment, raw materials or services they are looking for.

The Gold Book has proved particularly useful for the media manufacturing and pack design communities, who use it to locate the listed packaging suppliers. Its comprehensive replication plant



listing is also a valuable reference tool for packaging companies looking to expand their business.

Within the listings will also be a single Company Data section, offering users a speedy and

comprehensive access point to organisations operating throughout the industry.

The reclassification system for 2008 has been augmented to provide a greater level of detail – allowing users to pinpoint the products they require, and giving companies the opportunity to promote their products and services in detail.

The new edition will also see an increased level of cross-referencing, enabling users to easily locate the companies and products. Company entries will also contain more detail, with an improved layout and additional company and personnel information provided.

Also, a new *World Wide Guide to Media Manufacturing Plants* section will list disc manufacturing plant information by country.

For further details on the *Gold-Book 20* project and listing details contact Ben Ellefsen at +44 1892 771047, or email: benekkefsen@boundarymedia.co.uk.

Scanavo opening new SteelBook plant in Ohio

Media packaging supplier Scanavo is jointly opening a new SteelBook production facility in Ohio this August with Glud & Marstrand Group.

The plant will be able to produce many millions of metal packages yearly, with automated packaging systems able to produce 76 packages a minute, or 4,560 an hour, 24/7.

The Ohio location was selected for the area's experience and competence in the steel industry as well as its geographical location. The local development corporation also helped with local subsidies as the site is expected to bring 40 new jobs to the area.

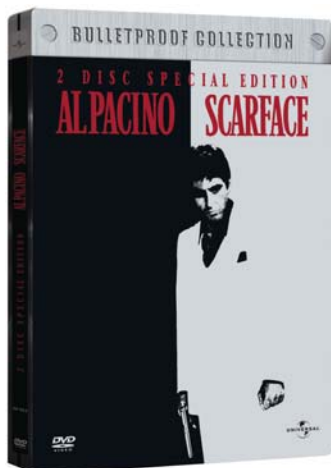
"Due to the huge success of SteelBook in both Europe and North America, we are expanding our production capabilities to offer a better service to our customers in North America," said Kirska Kjaer Emanuelson, international project coordinator.

"The new plant will enable us to deliver our products in the same premium quality, and with short turnaround time."

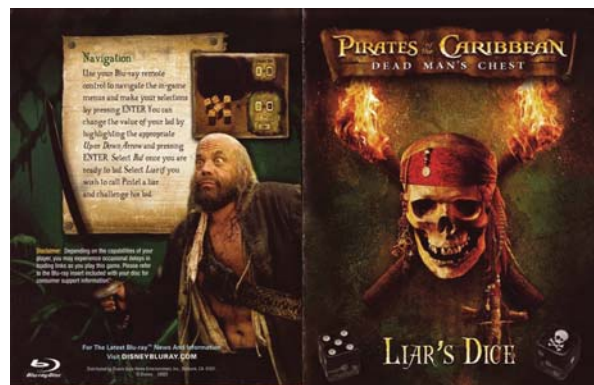
"The Ohio location was selected for several reasons; not least for the area's experience and competence in the steel industry, but also due to its strategic geographical location, situating us within a 24 to 48 hour timeframe from all major replicators."

Scanavo said that increasing demand for SteelBook means that there will also be additional capacity expansion in its European facility.

www.steelbook.com



Higher demand for specialty packaging prompts expansion of Steelbook production



High level interactivity added with BD-Java

Buena Vista pushes BD-Java in Pirates

Buena Vista Worldwide Home Entertainment (BVWHE) are promoting the extra capability of Blu-ray with the release of BD versions of the first two *Pirates of the Caribbean* films, which include the studio's most comprehensive use of BD-Java interactivity.

BVWHE president Bob Chapek says: "The wind is at our backs with Blu-ray industry support. We are on the cusp of a revolution in the home entertainment business." Buena Vista's first two *Pirates* films are expected to be the most heavily stocked Blu-ray titles to

date and Chapek said the discs will fuel current sales trends.

Both titles have the feature film on 50GB discs and include a second 25GB disc with extras that were part of the films' standard definition versions.

"We think these two *Pirates* films represent the next leap forward for Blu-ray, where we are really beginning to showcase the opportunities of BD-Java," said Gordon Ho, Buena Vista executive VP of worldwide marketing, creative content and business development.

www.bventertainment.go.com

HIGHER TECH PACKAGING

RFID drives packaging developments

The concept of integrating RFID technology into CD and DVD packaging was boosted on two fronts this month as Stora Enso creates a partnership to provide RFID intelligent packaging technology and Wal-Mart with some of its vendors, demonstrated the ability of RFID to boost product sales and distribution efficiencies.

Stora Enso announced that Cypak will be their intelligent packaging technology platform provider. The Cypak platform combines RFID authentication to combat counterfeiters and enable accurate tracking of products throughout the supply chain, with an embedded computer. The technology can also store data and record related indicators. The Cypak Close Proximity Interface enables recorded data to be encrypted and transmitted over the internet or mobile phone network to selected parties.

Juha Lehtola, Vice President, Stora Enso New Business Innovations, commented, "Stora Enso is excited

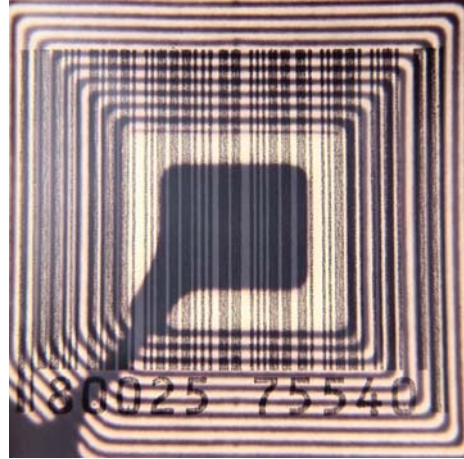
about the possibilities of Cypak technology to enhance packaging."

Wal-Mart told the delegates at the recent 2nd annual Entertainment Supply Chain Academy conference that it has already implemented RFID in 1,000 of its 6,500 stores and clubs, covering 200,000 items, manufactured by about 600 participating suppliers.

Most products are tagged with RFID markers on case boxes and pallets that carry such information as warehouse arrival time and location and Wal-Mart plans eventually to expand its RFID item tracking onto the sales floor, both on displays and eventually, on individual items.

"We need efficient delivery of merchandise for that last 100ft to the shelf," said Myron Burke, strategy manager of Wal-Mart's store innovations and operations group. "That is a critical part of the supply chain."

"This is a milestone year," said Mike MacDonald, executive director of operations production services at



RFID tagging: a new opportunity for packaging systems

Sony Pictures Home Entertainment. "We are mobilising activity on something that really makes sense for the retail environment."

Starting with its first meeting in January, members of the EPC Media and Entertainment Interest Group are focusing on deciding three standards for RFID: how to apply the tag, how to read

the tag and how to analyse the tag data.

"We are now testing locations of the tag outside DVD packages," said MacDonald, after it was decided that it was too tricky to insert a tag inside the disc. "In analysing data, we are looking at how long RFID-tagged corrugate DVD displays actually stay on the floor. We pay a lot of money for those things.

Inbrief

ASDA, THE UK ARM OF WAL-MART is working with Universal Music to launch Universal's "Ecopac 20th Century Masters" series, with packaging made from 100% recycled paper foam. The discs do not have booklets, although these can be downloaded from the Universal website. The packaging has been developed so that it can also be further recycled should customers want to dispose of the titles. Asda's own research suggests that this does in fact happen a lot, with up to 25% of all plastic music CD covers being thrown away within a year of purchase. The Ecopac 20th Century Masters' 42 titles, ranging from Marilyn Manson to Marvin Gaye, will be offered to the store's customers, and the expectation is that across the UK, a total of 80,000 discs will be delivered. www.asda.co.uk

PRINTING GROUP ST IVES has reported falling sales of standard CD and DVD packaging following a decline in disc sales coupled with computer game titles being released later than expected. The company says that its sales of standard CD and DVD packaging were reduced against a background of weak demand and delays in the launch of new computer games software. This was only partly offset by growth in demand for special packaging, mainly for DVD products. As a result the St Ives businesses serving this market overall made a small loss in the half year to Feb 2007. www.st-ives.co.uk

THE EUROPEAN REPLICATOR Optical Disc Services (ODS) has launched a half thickness (0.6mm) flexible DVD-5 disc. As it uses half the polycarbonate as a standard DVD, the company has labeled the new development as the EcoDisc, a claim further enhanced by the fact that the disc uses 40% less energy to manufacture and does not require the normal bonding used to make a DVD, so cutting down further on the use of non-biodegradable bonding solutions. The disc's light weight, sturdiness, environmental benefits and a lower price point makes it particularly attractive to publishers who distribute free DVDs and CDs in their magazines and newspapers. So far, ODS has produced well over 1.1 billion discs which have been used mainly as inserts or covermounts. www.opticaldiscgroup.com

UPBEAT MARKET ANALYSIS

DVD is here "for a while"

Digital delivery discussions at the recent 'Sixth Annual Home Entertainment Summit: DVD & Beyond' concluded that packaged media is here for a while yet, but that studios should not ignore the revenue to be had from digital delivery. "The physical product will always be in demand," said The DVD Group President David Naylor. "People still want to own the DVD."

Screen Digest's chief analyst and director Ben Keen, however, pointed out that digital retail has a very high margin of return for studios and that they should be less hesitant to enter the online market. "If you hold back on the number of deals done, it's like saying, 'we're not going to sell DVDs through that chain of stores, but only this chain of stores. Get the content to where



people want to consume it – it's not rocket science."

Other panellists looked at the case for TV as a major delivery area,

"Get the content to where people want to consume it – it's not rocket science"
Ben Keen, Screen Digest

as opposed to the Internet, and the logistics of downloading were argued. "It's about what's going to happen with broadband speeds," said Alison Casey of Understanding & Solutions. A recent U&S forecast shows current broadband presentation in US households at about 57%, due to rise to 67% in 2011.

"When it comes to digital delivery, the next few years will see periods of experimentation but packaged media will continue to dominate," said Casey. "The value proposition of a digital download compared to DVD has a ways to go."

www.screendigest.com

Otari adds stacking table unit

Otari has introduced the CM-60CS DVD/CD case stacking-table. The system interfaces directly with the company's CM-20 DVD packaging line, but may also be used for standalone operation with other packaging equipment or connected to the line output of cellophane or shrinkwrap machines.

The CM-60 has been designed to stack and store finished, labelled DVD and CD cases for final carton packaging. Stacking is adjustable from five to 25 pieces per row in increments of five pieces. The length of the



out-feed magazine can be modified to meet user requirements, and the system can deliver

a throughput of up to 3,600 pieces per hour.

www.otari.de

K-Flow matches disc print to pack print

K-Flow recently introduced the first Web-based, online, prepress workflow specially developed for optical disc printing (screen, offset or digital) which allows disc producers to exactly match the full colour printing on CDs or DVDs to the print on the inserts and sleeves

At the core of K-Suite ASP is the K-XChange colour server which matches disc print to the booklet or inlay card. K-XChange generates printing machine

profiles and automatically analyses and converts the incoming file, ensuring that the visual appearance of the printed image on the disc is kept as close to the booklet as possible.

K-Suite ASP further includes a module to automatically crop incoming PDF files to the required page dimensions for CTP/CTS systems, based on precise masks for all common CD and DVD formats.

Oliver Kammann, managing

director, K-Flow, commented: "With K-Suite ASP we are closing the loop between content creators, agents and printers. Our state-of-the-art technology and applications coupled with our intimate knowledge of the optical disc printing process enables us to deliver substantial benefits to both replicators and duplicators, no matter what printing system they may use, at a price they can afford."

www.kflow.de