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Photo Imaging Daily News

Monday, September 11, 2006

Oser Communications Group

Ottawa

IMAGINE PHOTO, FORMERLY IPC COMMUNICATION PROVIDES FOR PHOTO SPECIALTY RETAILERS

Imagine Photo Online Solutions invites photo specialty retailers to use OPAL, their *Online Photo Application License*. The invitation is absolutely free and carries no obligation. It only takes a few minutes to go over the account set up process and find out if OPAL is as good as its reputation.

OPAL is available in English and French and offers the following advantages to photo specialty retailers with absolutely nothing to invest:

- *No software to download:* Consumers will do everything to avoid

downloading software into their computers. With OPAL, a small java applet enables consumers to select their photos, crop and retouch photos and upload. OPAL offers one of the fastest upload times in the industry.

- Customized via an online account set-up process to enter products and services, prices, shipping and pickup methods, payment options, promotions, colors, logos everything. Retailers are online the minute

Continued on Page 7

CANADA'S LARGEST BUYING GROUP, CANTREX, BUILDS POWERFUL ALLIANCE WITH QUALITY SERVICE

by Suzanne Bourcier, Advertising Manager, Cantrex Photo Division

For over 40 years, Cantrex has worked to build a powerful alliance of independent retailers in the furniture, household appliance, bedding, electronics, photography, computer, floor covering and home decor sectors. We are the largest group of our kind in Canada and the leader in our field.

Our mission is to serve our 900 members, whatever their profile or size, so that they can excel within their chosen

retail markets. We leverage the critical mass of our group to improve marketing, increase sales and enhance our members' profitability. Together we are greater than the sum of our parts.

In the field of photography, the retail climate changes quickly. Consumers develop new needs and competition is fierce. As the largest buying group in Canada, Cantrex is able to consolidate and lever purchase volumes and deliver significant cost

Continued on Page 7

FIDELITY ELECTRONICS DIGITAL FRAMES BRING PICTURES, MULTIMEDIA TO LIFE

Fidelity Electronics Inc., announces the North American launch of a new line of high-quality Digital Picture Frames. Without the use of a computer, users can view all their photos from one location. It is as simple as inserting a memory card directly into the digital picture frame to enjoy the vibrant colors of the sharp TFT LCD screens.

Three models of digital frames are now available: DPF-5600F (5.6-inch), DPF-8000F (8-inch) and DPF-1040F (10.4-inch). All models allow users the ability to view digital pictures directly

from a choice of different memory cards (including CF, MMC, SD, MS, SM, MD and XD). For even more multimedia entertainment, both the DPF-8000F and DPF-1040F can play MP3s and video clips. All models meet the highest industry standards for quality and feature crystal-clear resolutions.

All three of the digital photo frames also give users the ability to:

- View all of their digital pictures in one location with limitless capacity (the

Continued on Page 10

NEW SONY CYBER-SHOT SETS THE STANDARD FOR POWERFUL POINT-AND-SHOOT PHOTOGRAPHY

Sony of Canada Ltd. recently introduced its seven-megapixel Cyber-shot DSC-T10 digital camera, continuing to set the standard in slim and powerful point-and-shoot photography, while premiering this year in pink, white, black and silver body casings.

The Cyber-shot DSC-T10 digital camera features double anti-blur protection to deliver great pictures, even in unfavorable lighting conditions, such as low-lit nightclubs or restaurants.

It incorporates Super Steady Shot

optical image stabilization to reduce the chances of taking a blurry picture because of shaky hands. The camera automatically detects shake and calculates the compensation needed to provide a clear, crisp image.

The model's high light sensitivity, up to ISO 1000, minimizes blurriness when shooting at faster shutter speeds because of low-light conditions or fast-moving subjects. By selecting the high sensitivity mode, users can shoot in

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Image captured in Cape Breton, Nova Scotia, using the Sony α DSLR-A100 camera.

UNLEASH YOUR CREATIVITY. The new Sony α (pronounced alpha) DSLR-A100 digital SLR camera is digital SLR done right. With key controls intuitively placed on the camera body, adjustments are easy, so you can shoot what you want, when you want. The Super SteadyShot™ Inside Picture Stabilization minimizes jitter and shake (up to f3.5). Meanwhile, the CCD's anti-dust coating and vibration feature create a static and dust-free environment. And finally, the Bionz™ image processing engine delivers split-second access α to the memory card as well as sharper images with more noise reduction. Let the camera do the work while you do the creating. Rediscover the joy of photography with the α DSLR-A100.



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SBW SALES OFFERS THE PERFECT PRODUCT FOR EVERY CORNER OF THE DIGITAL PHOTO MARKET

SBW Sales is the newest and fastest growing distributor in the Canadian marketplace.

"We're going out of our way to bring the widest range of accessories and the most exciting new products to the market," says Randy Weinzweig (pictured), owner and President of SBW. "We've got the best offerings in the country to help you increase profitability in the digital photo market."

Weinzweig brings more than 20 years of experience in servicing the photo

trade to SBW Sales. With a dedication to service and commitment to providing the highest-quality photography products, Weinzweig's efforts through SBW are paying off for individual dealers.

"It is exciting and gratifying to be able to work with all the retailers that have supported me over the years," he says. "It's even more exciting to be able bring new retailers into the fold. At SBW, we listen to what your needs are, and we can react quickly, as we are a small independent, distributor/rep



group with agents in Toronto and Montreal."

The company is currently highlighting just a small variety of its expansion product line, including products from Pantone, Purple Cow and various PC cards.

Pantone Offers 'huey' Professional Tools for Photo hobbyists. Pantone's huey is the best monitor calibration product on the market for consumers or photo hobbyists looking for absolute color and clarity. The calibration tool is distinctly

different from professional monitor calibration tools on the market that require a basic understanding of color management to operate. Plus, it is the only device that continually adapts a monitor for changing room lighting. In less than five minutes, huey can calibrate a user's monitor and adjust it based on their primary viewing activity—from viewing photos, playing games and creating graphics to browsing the Internet. It is also the most affordable product of its kind. huey delivers accurate onscreen color, a crucial component for anyone who cares about color fidelity.

Purple Cows

The Purple Cows team is dedicated to designing remarkable tools for craft and digital photography enthusiasts. The North American and European designers work with enthusiasts and manufacturing experts to bring unique products that are of exceptional quality at the lowest possible prices. Their unique product lineup includes photo cutters, laminators and other *udderly remarkable* products.

PC Card

Protect your valuable memory cards, and batteries with this unique, and diverse line of affordable protective cases in a variety of different sizes and configurations!

About SBW Sales

For more information about SBW products, write to 9519 Keele Street, Suite 301, Maple, ON, L6A 4A2, call 905-417-8312 or email Weinzweig at rweinzweig@sympatico.ca.

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**Cantrex is the largest
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For over 40 years, Cantrex has worked to build a powerful alliance of 900 independent retailers coming from a wide range of industries.

As the largest buying group in Canada, Cantrex is able to consolidate and lever purchase volumes and deliver significant

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NEW HP PHOTOSMART CAMERAS, PRINTERS DELIVER HIGH-QUALITY PHOTOS FROM START TO FINISH

The latest in compact digital photography and easy-to-use photo printing solutions are now available from HP Canada. The company is debuting a host of new cameras and printers at booth 205-210 here at PMA Canada, including the HP Photosmart R967 Digital Camera, HP Photosmart A716 Compact Photo Printer and the HP Photosmart D7360 Photo Printer.

HP Photosmart R967 Digital Camera

This metal, ultra-compact digital camera features a big, three-inch LCD with a 170-degree viewing angle to make it easy to share photos with friends.

The R967 produces brilliant photos with 10-megapixel resolution and the powerful HP Precision 30x total zoom. Combined with the HP steady photo anti-shake mode to eliminate blurry shots, the pocket camera also has an industry-leading auto in-camera red-eye removal, HP Design Gallery and other HP Real Life technologies so users can easily take brilliant digital photos perfect for printing and sharing.

The sleek R967 also features:

- 32 MB internal memory.
- 17 shooting modes, macro multi-zone auto focus and burst mode for quality shots in a variety of conditions.
- High-quality VGA video with audio shoots at 24 frames per second.

- On-camera button to easily order and share photos on Snapfish using HP Photosmart Express.
- HP Design Gallery to add artistic effects and borders right in the camera, including a slimming feature.

But the ease of digital photography shouldn't end at the camera. That's why HP is also showcasing several new printers at PMA Canada, including the HP Photosmart A716 Compact Photo Printer and the HP Photosmart D7360 Photo Printer.

HP Photosmart A716 Compact Photo Printer

The stylish and compact A716 photo printer delivers the power of a PC in a printer. With a built-in handle and optional battery, the unit is easy to carry and convenient to print on the go. It features a 2.5-inch color display providing users with the ultimate flexibility to view, edit and print photos that are instant-dry, water-resistant and resist fading for generations.

Users can print a variety of different photos including passport, wallet size, 4x6-inch, 5 x 7-inch and panorama—all without a computer. The revolutionary A716 is the only printer of its kind that stores photos—up to 4,000—with a 4 GB internal memory for easy management

and organization. The key features of the compact printer include:

- One-touch HP Photo Fix button to automatically remove red-eye, sharpen blurred images and improve the overall brightness, color and contrast of photos.
- 4 x 6-inch photos in as fast as 39 seconds for about 29 cents a print.
- Print directly from most memory cards, iPods, flash drives (including thumb drives) and PictBridge-enabled cameras.
- New inks featured in the HP 110 Tri-color Inkjet Print Cartridge produce lab-quality photos as well as enhanced image permanence and durability.
- Antique, sepia and vintage black-and-white photos without having to use a PC.
- Use the TV viewing feature and included remote control to display a slide show or browse through photos and video clips.
- Save photos to CD/DVDs without a PC by connecting to an external CD/DVD burner via the front USB port.

HP Photosmart D7360 Photo Printer

Though not as compact as the A716, the D7360 photo printer, based on HP's scalable printing technology, is the world's fastest photo printer with lab-quality photos and outstanding documents that last for generations. Six individual high-capacity ink cartridges enable high-volume printing of 4x6-inch photos in as fast as 12 seconds.

With the innovative 3.4-inch touch screen, color image display and intuitive

photo features, the HP Photosmart D7360 Photo Printer provides an industry-leading at-home printing experience.

The printer features six-ink color with HP Viverna Inks to produce rich and realistic photos that resist fading, PictBridge-enabled printing, PhotoFix, automated 4 x 6-inch for dedicated photo printing, Photosmart Premier software allows users to edit, organize, print, share, archive and create digital photo projects, and easy photo printing with HP Auto Sense to ensure correct paper loading and optimal quality settings.

Pro B9180 Photo Printer

The HP Photosmart Pro B9180 Photo Printer delivers exceptional image quality and the best photo permanence on the market. HP Viverna pigment ink technology, combined with the printer's professional colors, enables accurate and consistent color reproduction. HP's third-generation gray ink is more neutral than ever before, allowing for exceptionally smooth transitions and detail. Eight individual high-capacity ink cartridges enable high-volume printing with efficient printing speeds—producing 4 x 6-inch photos in as fast as 10 seconds and 13 x 19-inch photos as fast as 1.5 minutes—ideal for professional photographers and advanced amateurs. Users can print exceptional photos on digital fine art media including canvas, photo rag, watercolor, stiff pre-matte and film up to 1.5-mm thick, as well as improved HP

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FUJIFILM FRAMES NEW DIGITAL STRATEGY: EXCLUSIVE DISTRIBUTION OF MOMENTO™ FRAMES

To further enhance the total experience of consumer digital imaging, Fujifilm Canada has entered into a long-term strategic distribution partnership with A Living Picture PLC of East Sussex, United Kingdom.

Initially, Fujifilm will introduce two digital picture frames in 7-inch (\$299 SRP) and 10.4-inch (\$329) sizes, branded as *Momento™* by A Living Picture; with a retail availability targeted for November 1, 2006.

Momento is an easy-to-use digital picture frame that allows users to display and share images through the PC, media

card, camera and web services as it is entirely WiFi ready.

Another key feature, and distinct advantage of Momento, is compatibility with Microsoft Windows XP and further enhancements with the soon-to-be-released Windows Vista™ operating system.

"Fujifilm Canada recognizes the enormous growth that will occur in digital picture frames and related devices in the coming years," says Kent Hatton, Senior Director of Marketing, Strategy and Communications for Fujifilm Canada. "We firmly believe this is a significant step towards us showing great

leadership in optimizing a consumer's digital images by developing a strategy that integrates print and electronic solutions together."

Hatton's position speaks towards Momento's print and communication functionality—it is capable of sending images to a home printer or to a store photo-finishing lab.

"Fujifilm shares our vision of an entirely new and expanded set of consumer options and benefits with digital imaging," says Jesse Grindeland, President and COO of A Living Picture PLC. "They are the right partner to help us reach the Canadian consumer with the highest standard of service and added-value solutions."

Fujifilm and A Living Picture PLC will continue to develop a full roadmap of new products and services, which includes, but is not limited to, cus-



FUJIFILM

tomized frames, mattes, accessories and a complete suite of Internet-based services such as print fulfillment, advanced applications such as news, weather, sports, etc., within the coming year.

For more information, call 800-263-5018 or visit www.fujifilm.ca

Imagine Photo (Con't from p. 1)

the account set-up process is done.

- *Nothing to invest:* Retailers may set-up an account and send as many orders, photos as they like absolutely free for 30 days. After the trial period, the retailer pays a small monthly fee for every

photo that is sold.

- *Foto Fun:* An optional module that will enable customers to order photo calendars, greeting cards and other photos on objects like coffee mugs, T-shirts, mouse pads, etc. Retailers may offer Foto Fun online as well as in their retail locations. Imagine Online Photo Solutions

even offers a same day production service of all their Foto Fun products.

Imagine Photo Online Solutions is a Canadian company specializing in the development of online photo transfer applications. Their exclusive private-branded applications are used by dozens of mass retailers such as

Ultramar, Sobeys/IGA, Phramasave and Lawton's with thousands of daily users across Canada.

More information is available during the PMA Canada Exposition 2006 at booth 75. Or, call toll free 866-442-0500 or send an email to support@ipccommunication.com.

Cantrex (Con't from p. 1)

advantages to its members not available to smaller buying groups or unaffiliated independents.

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- cials, direct mail;
- Privileged access to industry contacts at trade shows and annual conventions; and
- A wide range of services offered to members that make retail management easier and much less costly.

We also offer advantages and operational management and merchandising tools you won't find anywhere else. Cantrex has a huge buying power when dealing with both Canadian and foreign manufacturers, and as a result, we offer cost effective POS solutions. Our field reps are consumer electronics and photography specialists, and we have affiliations with more electronics and photography products suppliers than any other buying group. Moreover, Cantrex provides:

- Simplified management of your supplier accounts and account payments;
- In-depth understanding of market trends in electronics, photography and computer products (statistics, market research, etc.);
- Constant monitoring and follow-up on consumer tastes, trends and behavior;
- Recognized expertise in the creation of timely and effective communications tools such as flyers, newspaper and magazine ads, radio commer-

For banner stores, we provide professional support for in-store design and visual presentation, point-of-sale and in-store promotions expertise and quality client service where follow-up and detailed attention to member needs is paramount. We also accept Sears cards as well as a various consumer finance payment options and have Internet and intranet sites to provide you with access to all pertinent information related to your network. We keep our promises.

Cantrex plays a leadership role within its markets and promotes joining of forces in order to consolidate purchases, facilitate joint advertising campaigns, target marketing efforts and increased sales. Simply put, Cantrex is *the* business solution for independent retailers in Canada.

To find out more about Cantrex, visit our brand new Web site, www.cantrex.com.

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Thousands of shoppers use Imagine Photo Online Solutions through the Web sites of Sobeys/IGA, Henry's, Ultramar, Circuit City, Doubleday, Phramasave, Lawton's and many other large retailers in Canada.

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HP Canada (Con't from p. 6)

Advanced Photo Paper.

HP Designjet 130 Series Printers

The Designjet series of printers provide fade-resistant, photo-quality images. New inks, designed together with HP Premium Plus Photo and HP Proofing Gloss papers, produce images that resist fading longer than traditionally processed photos. The series features a six-ink writing system combines HP color layering technology, 2400 dpi maximum resolution and a four-picoliter ink drop size for fine details, smooth tonal transition, a wide range of colors and

gloss uniformity. It is also ideal for projects big and small, with a standard tray holds up to 100 sheets as small as a postcard or as big as a poster (18 x 24 in). Extra-wide front and rear paths allow oversize output up to 24 x 64 in; automatic roll-feed (optional on the 130) supports printing up to 24 in x 50 feet and allows you to switch between loaded media options without intervention.

To see these new HP products firsthand, or for more information about their complete line of digital cameras, printers and other photography accessories, call 1-800-HP INVENT, visit www.hp.ca or stop by booth 205-210.

F DIGITAL PICTURE FRAMES

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Model: DPF5600F 5.6" display



Model: DPF8000F 8" display
DPF1040F 10.4" display



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Digital Picture Frame

Fidelity Digital Picture Frame
FIDELITY ELECTRONICS, INC.
BOOTH: 13-15

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THE CONVERGENCE OF PERSONAL DEVICES: SIGNIFI LOOKS AHEAD TO THE FUTURE OF PHOTOGRAPHY

A trip to any mobile phone carrier will quickly reveal the most exciting trend in electronics, the convergence of personal digital devices into a single multi-purpose unit. Today's cellular phones are much more than just communication devices, they are phones, cameras, music players and personal organizers all bundled together.

Signifi Solutions, Inc., has long

seen this trend coming and has responded with a kiosk that can satisfy all of the needs of the new user. In addition to the much acclaimed QuickPIX photo printing application, Signifi has recently released QuickTunes and QuickMobile. QuickTunes is a self-service music application that allows users to create and burn their own CDs or download

to their digital music players. QuickMobile, the latest in the "Q" Suite, connects users with an extensive database of ringtones, ringtunes, games, video and more.

Using SMS messaging, the content can be easily sent to any mobile phone. What's more, these applications can each be used on their own or all be run on a single kiosk. Three products, one footprint!

"The photo, music and mobile industries are all merging together to become a single digital content industry, and Signifi is offering a single product to satisfy all those users," says Signifi President Shamira Jaffer.

"Retailers and entertainment venues now have the ability to arm their location with a single machine that can do what was previously the work of an entire outlet."

This innovation comes at a time when many retailers are looking at ways to expand into new markets, increase their ROI and move away from dependence on photos alone. The software suite coupled with Signifi's state-of-the-art kiosk and their many customized retail solutions are truly a glimpse of what is to come.

Visit Signifi partners during the show for more information about these products.

Fidelity Electronics (Con't from p. 1)

only limit is the number of photos on a given card).

- View photos instantly, directly from memory cards with no computer required.
- Create slideshows and zoom modes.

The photo frames also come complete with a one-year parts and labor warranty, and an easy-to-follow Quick Start Guide and full manual on CD-ROM.

DPF-5600F

This 5.60-inch digital picture frame supports a variety of memory card formats (CF, MMC, SD, MS and SM), displays images with resolutions up to 10 megapixels and features easy-to-use, on-board menu controls. The frame is compatible with Windows 98/ME/2000/XP and also features TV/video output function to allow digital pictures to be viewed directly on a TV. The DPF-5600 has a suggested retail price of \$199.99 (U.S.), \$229.99 (Canadian).

DPF-8000F and DPF-1040F

These 8-inch and 10.4-inch digital photo frames gives users the ability to view pictures, listen to music and watch video with the assistance of built-in stereo speakers. The frames come complete with a wireless remote control, support up to 12-megapixel images, a variety of audio, video and image codecs and compatibility with CF, SD, XD, MMC, MS, MD and SM memory card formats.

The DPF-8000 has a suggested retail price of \$249.99 (U.S.), \$299.99 (Canadian). The DPF-10400 has a sug-

gested retail price of \$299.99 (U.S.), \$349.99 (Canadian).

About Fidelity Electronics

Fidelity Electronics Inc., is a leading provider of innovative personal electronics and consumer products, operating from Toronto, Ontario and Miami, Fla. Fidelity is the exclusive Canadian distributor for Excalibur Electronics, with over 500 products featuring licenses that represent many of the world's best-known brands.

For more information, visit www.fidelityelectronics.com.

Sony of Canada (Con't from p. 1)

available light for more natural exposure or in settings where flash is not permitted, such as museums.

The new camera does not scrimp on performance. It features a 3x Carl Zeiss Vario-Tessar optical zoom lens, a

large, 2.5-inch Clear Photo Plus LCD screen for higher resolution and optimal viewing at any angle and a dynamic slide show feature with four selectable modes.

Powered by Sony's Real Imaging Processor circuit, the Cyber-shot DSC-T10 model features a quick start-up,

fast shot-to-shot times and long battery life—up to 250 shots per charge using rechargeable NiMH batteries.

This camera is equipped with 56 MB of internal memory so users can start shooting straight out of the box. Its capacity can be expanded with an optional Memory Stick Duo

media card or Memory Stick PRO Duo card, now available in capacities up to 4 GB.

The Cyber-shot DSC-T10 digital camera is available at an MSRP of \$449.99.

For further information, please visit www.sonymstyle.ca

RIMAGE RECOGNIZED AS FAST-GROWING PUBLIC COMPANY IN FORTUNE SMALL BUSINESS' ANNUAL FSB 100

Rimage Corp. has been named to Fortune Small Business' *FSB 100*. The sixth-annual list, which is featured in August's Fortune Small Business' issue, profiles America's fastest-growing small public companies. With 208 employees and 2005 revenues of \$95.4 million, Rimage was ranked 67 on the FSB 100.

"This recognition is a testament to the work and dedication of the entire Rimage team," says Bernard P. Aldrich, President and Chief Executive Officer for Rimage. "We're honored to be recognized by such a prominent publication, but in the end, it's all about generating sustainable, ongoing success. We are

confident in our ability to continue delivering long-term value to Rimage customers, partners and investors."

To compile the FSB 100, financial research firm Zacks ranked public companies with revenues of less than \$200 million and a stock price of more than \$1 based on their three-year growth in earnings, revenue and performance. Over the past three years, Rimage revenues have grown 77 percent from \$53.8 in 2003 to \$95.4 in 2005, and earnings per share have grown 39 percent from \$0.79 in 2003 to \$1.10 in 2005.

Rimage also has been recognized by Forbes magazine on its list of *200 Best Small Companies* for the past three years.

Rimage Corp. is the world's leading provider of CD and DVD publishing systems, which are used by businesses to produce discs with customized digital content on an on-demand basis. Rimage's publishing systems, which span the range from high to low CD/DVD production volumes, integrate robotics, software and surface label printers into a complete publishing solution. Rimage is focusing its CD/DVD publishing solutions on a set of vertical markets with special needs for customized, on-demand digital information, including digital photography, medical imaging and financial institutions.

For more information, visit www.rimage.com.

SHIKATRONICS SIGNS DISTRIBUTION AGREEMENT WITH SMARTDISK

Shikatronics, a leader in memory manufacturing and distribution in Canada, has announced a distribution agreement with SmartDisk, a global provider in the area of portable, network and multimedia storage products and technologies that enable people to enjoy, share and preserve digital content and information.

"With the increase in digital content for both businesses and consumers, the demand for products to store this content becomes increasingly evident," says Girish Bansal, Vice-President of Sales and Marketing at Shikatronics. "SmartDisk's

wide array of storage, multimedia and Flash products meet these demands, and we are very pleased to have the opportunity to distribute their product offerings."

"This agreement enables new and existing customers to have quick access to our products and better support in selecting the right products," says Bob Pitzen, Vice President of National Accounts at SmartDisk. "We hope to leverage the established reputation of Shikatronics to increase SmartDisk sales throughout Canada."

Continued on Page 13

NEW INFOTRENDS SURVEY REVEALS EUROPEAN RETAIL, ONLINE DIGITAL PRINTING ON THE RISE

According to a recent InfoTrends survey of 1,743 Internet users in Western Europe, almost 75 percent of respondents owned a digital camera. Most respondents printed some photos, but only a fraction printed more than 20 per month. More than half of the respondents most often printed at home, while retail was the second most popular printing location.

"One of the most surprising findings of this survey was the loyalty levels

among those who print at home. Nevertheless, photo print volumes are shifting towards retail locations and online photo services as awareness increases," says Mette Eriksen, a Consultant for InfoTrends. "We discovered that preferred print location depends on the size of the print job; the home is best suited for printing a few photos, while large jobs are typically sourced to

Continued on Page 13

PMA CANADA 2006: SCHEDULE AT A GLANCE

Stop by the registration area for more details and continuing education class locations.

MONDAY, SEPTEMBER 11

7:00 a.m. - 5:00 p.m.
PMA Registration Open

8:00 a.m. - 9:45 a.m.

Do You Know "Jennifer"?

The most powerful customer in the imaging industry is the Gen-X mom. To gain her trust and purchase potential, retailers must demonstrate an understanding of her needs and desires. Learn more about "Jennifer," the Gen-X mom, and how to satisfy her purchasing needs. Session includes breakfast.

Speaker: Glenn Omura, Ph.D., PMA Industry Advisor, Michigan State University

10:00 a.m. - 5:30 p.m.

PMA Canada Product Exposition Open

10:30 a.m. - 11:20 a.m.

101 New Products/New Profits

Discover practical revenue-generating products and services you can begin offering your customers today to replace lost photofinishing revenues. See samples of products and services that are more profitable, less competitive and leverage your present skills and equipment. This is a must-attend session for all those engaged in or interested in adding image capture to their business.

Speaker: Roger Berg, Creative Photo, Inc.

What's Next in Consumer Digital Photography?

Find out where we're heading with print trends, cameraphone usage, photo kiosk applications and consumer behavior in all aspects of digital photography. Our allstar lineup includes some of the brightest minds in the research world.

Speakers: Liz Cutting, The NPD Group Inc.; Kent Hatton, Fujifilm Canada; Gary Pageau, PMA

21 Tips to Survive

Are you bogged down in the same routine? To stay ahead of the curve and the competition, consider new ways to market your business—especially during the lean times. Here are 21 tips for "stayin' alive"!

Speaker: John Ranes II, CPF, GCF, The Frame Workshop of Appleton, Inc.

1:30 p.m. - 2:30 p.m.

The Value of Edu-taining Your Customers

Running a "how to use your digital camera" class just isn't going to cut it anymore. Retailers need to make their consumer education fun and interesting. See how some "edu-tainers" are making it happen and creating loyalty.

Speaker: Allen Showalter, Showalter Imaging Group

Expand Into Custom Framing

From ready-made frames to custom framing, learn how to quickly expand your framing offerings. Covers the costs,

skills, space requirements, equipment, training and more necessary to add custom framing to your business.

Speaker: William Parker, MCPF, Ambiance by Parker Inc.

12 Steps to Custom Framing Business Success

Learn how to stay ahead of the curve and the competition; the latest art trends and framing technologies; new ways to market your work; new business avenues and how to capture and capitalize on tourist trade.

Speaker: Bob Carter, The Frame Up

3:00 p.m. - 4:00 p.m.

They Are All Niche Markets—Marketing in This Millennium

Marketing master Gary Grinaker shares his secrets for exploiting high-margin niches for fun and profit. Able to turn marketing challenges into marketing assets, Grinaker's North Dakota lab has been "cleverly hidden in Kirkwood Mall" since 1981.

Speaker: Gary Grinaker, The Photo Express

Competitive Positioning for Digital Imagers

Obtain a complete perspective of your current competitive position and conduct customer and market evaluations to see how you stack up against the competition. Improve sales, profits and your competitive position with the techniques learned here.

Speaker: Doug Hart, Hart & Associates

PPFA Panel: Success in Today's Marketplace

A panel of framing industry leaders from Canada and United States will share their insight and expertise on what it takes to succeed in today's marketplace.

Moderator: George Alvarez, CPF, FrameStudio

5:30 p.m. - 6:30 p.m.

PMA Welcome Reception

TUESDAY, SEPTEMBER 12

7:00 a.m. - 5:00 p.m.

PMA Registration Open

8:00 a.m. - 9:45 a.m.

Across the Generations: Success in Changing Times

Every generation of a business faces transforming trends and technology, affecting the method of operations. Hear how one company has survived across the years. PMA President-Elect Ken Strawbridge shares his views as a third-generation owner of a family-owned business. PMA Executive Director Ted Fox joins in with the latest trends in photo specialty retailing and the newest PMA resources for specialty dealers. Session will include breakfast.

Speakers: Ted Fox, PMA; Ken

Strawbridge, Strawbridge Studios, Inc.

8:30 a.m. - 12:30 p.m.

CPF2 CERTIFIED PICTURE FRAMER Exam

\$270 member/\$390 non-member

CERTIFIED PICTURE FRAMERS hold a prestigious designation and a valuable marketing advantage. You must be an active framer for at least one year prior to taking the exam. Register at least two weeks in advance of the testing date.

8:30 a.m. - 12:30 p.m.

CPF2 CERTIFIED PICTURE FRAMER Exam Retake

\$180 for retakes

9:00 a.m. - 4:00 p.m.

CPF3 Recertification – CERTIFIED PICTURE FRAMERS

\$215 member/\$305 non-member

This one-day course serves to keep the current CPF® and MCPF™ up-to-date with framing information and technology.

Speaker: William Parker, MCPF, Ambiance by Parker Inc.

10:00 a.m. - 5:30 p.m.

PMA Canada Product Exposition Open

10:30 a.m. - 11:20 a.m.

Delivering New Creative Options for Professional Photographers

Extend the range of products and services you offer and generate new revenue sources with Corel Painter IX. Professional photographer and graphic designer Claudia Salguero demonstrates the vast artistic potential of Corel Painter IX.

Speaker: Claudia Salguero, Claudia Salguero Photography

Thriving Through Change—Cash From Chaos

Thriving retailers are able to gain new revenues from customers, services and products never imagined by traditional photo companies. Reinvent your business

and reinvigorate your cash flow with ideas from successful retailers around the world. Maximize your business potential and be prepared to grow and prosper.

Speaker: William J. McCurry, McCurry Associates

Scrapbook Retailing 101: Business Fundamentals for Building a First-Rate Business

Cultivate unique customers by creating a niche for your store. Discover successful visual merchandising techniques, how to effectively market your business, the financial aspects of running a first-rate retail store, and more!

Speaker: Jeanne Wines-Reed, Scrapbook Retailer Magazine

1:30 p.m. - 2:30 p.m.

The Digital Revolution Is Over—What's Next?

Digital technology is so deeply entrenched into our industry, is it time to drop the "digital" in front of anything related to photography? Get ready to position yourself for the next big thing; catch a glimpse into some of the most revolutionary trends.

Speaker: Paul Worthington, Future Image Inc.

Balancing Purchasing and Inventory for Greatest Profits

Understand how to tame the purchasing and selling processes to keep your stock turning over consistently. Learn the best practices of margin analysis and cash flow management

Speaker: Ian Landy, Henry's

Customer Connections:

Top-Notch Customer Service

Connecting with customers is essential in the "people business" of scrapbook retailing. Learn how to create exceptional customer service, build personal relationships, and develop strategies for determining and exceeding customer

Continued on Page 13

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or visit our web site www.nikon.ca*

Shikatronics (Con't. from p. 10)**About SmartDisk**

SmartDisk is a leading provider of portable, network and multimedia storage products and technologies that enable people to enjoy, share and preserve digital content and information. SmartDisk sells and supports

its products worldwide.

About Shikatronics Inc.

Shikatronics, formed in 1989, quickly became a leader in computer memory industry. That success enabled expansion throughout North America and Latin America. On Several occasions,

Shikatronics has been named one of the fastest growing companies in Canada by Profit 100. Since 2003, Shikatronics took advantage of its experience in the computer memory industry to expand into the new popular market of flash memory and other innovative new technologies. Shikatronics has established a reputation for personalized

customer service and high quality products. Commitment to customer satisfaction has been highlighted by resellers voting Shikatronics as a favorite memory supplier by Computer Dealer News Resellers Choice Awards.

For additional information, visit www.shikatronics.com.

InfoTrends (Con't. from p. 10)

retailers or online photo services."

This survey indicated regional differences in printing behavior. Respondents from Germany and the U.K. are generally more likely to print at home, while respondents from Spain and Italy are more likely to print at retail.

"The significant differences in printing behavior in each country indicate that vendors should not treat their marketing activities as Pan-European, but must establish and address the needs of consumers in each country,"

continued Ms. Eriksen.

The maturing digital camera market presents vendors with new challenges. In relation to early adopters, mainstream consumers and late adopters are less tech-savvy, less likely to use their digital cameras often, less likely to print photos, and less likely to understand photo storage. 24 percent of digital camera owners had no long-term storage plans in 2006, compared to just seven percent in 2005.

The percentage of respondents who used hard-copy prints for storage in 2006 was about half that in 2005, suggesting

that the most familiar method of storing photos is not becoming more popular. Although the electronic storage market is difficult to monetise, vendors would be well-advised to ensure the accessibility of photos.

InfoTrends' report entitled *2006 Western European Digital Photography Survey: Digital Camera and PhotoPrinting Analysis* is currently available for purchase. It presents the findings from a Web-based survey of Internet households in France, Germany, Italy, Spain and the United Kingdom. Conducted in January 2006, the surveys

covered digital cameras, camera phones, photo printing (home, retail and online) and long-term image storage.

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

Additional information about InfoTrends is available on the Web at www.infotrends.com.

PMA Sessions (Con't. from p. 11)

needs to gain a competitive edge.

Speaker: Jeanne Wines-Reed, Scrapbook Retailer Magazine

3:00 p.m. - 4:00 p.m.

What Does a Good Website Look Like?

Web functionality expert Dirk Knemeyer evaluates photo, framing and scrapbook retailer websites and identifies what works and what doesn't! If a website

redesign is in your future, this is a must-attend session.

Speaker: Dirk Knemeyer, Involution Studios

One-Hour Portraits

Looking for a way to generate profit with little investment? Offer one-hour portraits. If space is a problem, do all the portraits on location. Print in-house, send files to a pro lab or invest in an inkjet printer that enables you to make art paper

and canvas prints, which command premium prices.

Speaker: Allen Showalter, Showalter Imaging Group

Class Act: Beef Up Your Scrapbook Education Programme

Education is a key draw in attracting scrapbookers to your store. Go above and beyond your current class offerings; learn to teach dynamic sessions with an eye to boosting sales. Seminar includes "make-

and-take" activities.

Speaker: Jeanne Wines-Reed, Scrapbook Retailer Magazine

5:30 p.m. - 6:30 p.m.

PMA National Chairman's Reception

6:30 p.m. - 9:00 p.m.

PMA Gala Dinner and Keynote Address - Marketing to Women

Speaker: Andrea Learned, Learned on Women



Hacienda del Sol— THE Place to Rejuvenate...

For a traveler on the go, there is the standard safe list of recommended places to stay and sites to see. If **Tucson, Arizona** happens to make it into your travel plans, there exists a most amazing place to stay *and* to see. **Hacienda del Sol Guest Ranch Resort** is a 34 acre desert oasis with a legacy dating back to 1929. Back in the 1950's, legendary screen stars such as Tracy and Hepburn made their way to this pristine setting. Today, celebrities, locals and travelers alike have rediscovered Hacienda del Sol for the same reason—luxurious comforts, old world charm and an indescribable sense of well being from the moment one enters the historic gates.

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FIDELITY ELECTRONICS, INC.
BOOTH: 13-15

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Capital Hall, Lower Level

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FinePix F30



FinePix Z3



FinePix V10



FinePix F20



FinePix E900



FinePix S6000



FinePix S5200



FinePix S9100

For more information about FinePix digital cameras visit us at www.fujifilm.ca

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