

Press Release

FOR IMMEDIATE RELEASE

Contact: Matthew O'Keefe
InfoTrends Research Group, Inc.
781-792-0101 x115
mokeefe@infotrends-rgi.com

InfoTrends' "Digital Imaging '03" Conference to Highlight Worldwide Digital Photography Trends, Photo Printing, and Mobile Imaging

*Feature Presentation by Wal-Mart Stores to Highlight the Merchant Perspective on Digital
Processing in the Retail Setting*

BOSTON, MA, August 26, 2003 -- InfoTrends Research Group, Inc. has announced over 25 session topics for its annual international conference "Digital Imaging '03 – Driving Mass Market Adoption of New Technologies." This two-day conference will take place on October 8-9, 2003 at the Doubletree Hotel in San Jose, California. Attendees will include executives from leading imaging hardware, software, Internet, and technology companies, as well as large retailers, distributors, investors, and press members. Sessions will include market outlook presentations by InfoTrends' analysts.

Day one opens with new end user-data on digital photography printing trends and digital camera usage. Following an interactive keynote panel, the conference moves quickly into the evolution of digital photography worldwide, with special emphasis on the market in China. The afternoon program features tracks on home printing, online photofinishing, and retail photofinishing.

Three retailers, including New York City's largest drugstore chain, the U.K.'s largest photo retailer, and the USA's largest mass merchant, will address the opportunities and challenges of providing digital photofinishing solutions.

Day two kicks off with three hours of sessions dedicated to the booming wireless imaging market. Market demand for camera phones, technology trends, camera capabilities, and other critical business issues will be addressed. The day is rounded out with discussions on image archiving, image display, image management, and the ever-present issue of industry responsibility for preserving consumer memories.

"Digital Imaging '03 will provide a forum for leading industry executives to confront the changing realities of this market and to discuss future directions and prospects for growth," says Kristy Holch, Group Director of InfoTrends Research Group. "What's particularly interesting about this conference is the dialogue surrounding long-term preservation of images. It's our hope that attendees will focus as an industry on ensuring that novice digital camera users can access their prints and images over time. Nearly a half-day of the conference is devoted to this topic and similar issues."

SPONSORS AND EXHIBITORS

Sponsors and exhibitors will be on hand to discuss market trends with attendees. They will exhibit and demonstrate various new product and service solutions during the breakfasts, lunches, refreshment breaks, and an evening cocktail reception. Sponsors and exhibitors to date include:

InfoTrends Research Group, Inc. • 600 Cordwainer Drive • Norwell, MA 02061
Tel. 781.792.0101 • Fax 781.871.3861 • www.infotrends-rgi.com

~ MORE ~

- * Sony
- * National Semiconductor
- * Fujifilm
- * Pacific Image Electronics
- * Silverwire

Association and Publication Co-Sponsors Include:

- * The Consumer Electronics Association (CEA)
- * Digital Output Magazine
- * The International Imaging Industry Association (I3A)
- * Photo Trade News (PTN)

A very limited number of sponsorships and exhibits are offered for this event. Companies interested in this opportunity should contact Matt O'Keefe of InfoTrends Research Group at (781) 792-0101, ext. 115 or mokeefe@infotrends-rgi.com for additional information.

REGISTERING TO ATTEND

Those interested in registering can contact Ronda Kelly at (781) 792-0101, ext. 125 or ronda_kelly@capv.com with questions. People registering prior to September 8th will benefit from early savings, and those who register three members of their organizations to attend at the same time will be entitled to send a fourth member for free. For more information on this

conference, including a full agenda, visit the InfoTrends Web site at www.infotrends-rgi.com and click on the "Industry Conferences and Events" link. You can register online.

PRESS RESERVATIONS

Members of the press who wish to reserve a seat at this event should contact Ronda Kelly at (781) 792-0101, ext. 125 or ronda_kelly@capv.com. Please provide full contact information and the name of the publication you write for.

ABOUT INFOTRENDS

InfoTrends Research Group, Inc. (www.infotrends-rgi.com) is the leading market research and consulting firm for digital imaging technologies and markets. With the largest number of analysts dedicated solely to digital imaging, InfoTrends offers the most focused coverage of this rapidly evolving market. InfoTrends helps its worldwide clientele improve the effectiveness of their strategic planning by providing valuable tools for intelligent decision-making, including forecasts, end user research, product analysis, and market trend tracking. InfoTrends is a member of the CAP Ventures family (www.capv.com), a worldwide strategic consulting firm for providers and users of business communication technologies and services.

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