

IHMA

INTERNATIONAL HOLOGRAM
MANUFACTURERS ASSOCIATION

THE HOLOGRAM IMAGE REGISTER

By Dr Mark Deakes, General Secretary of the IHMA

January 2018

Agenda

- Mission
- Membership, facts and benefits
- What is the Hologram Image Register (HIR)?
 - 2017 results
- HIR Processes
 - Artwork search
 - Hologram registration
 - Procedures
- Questions

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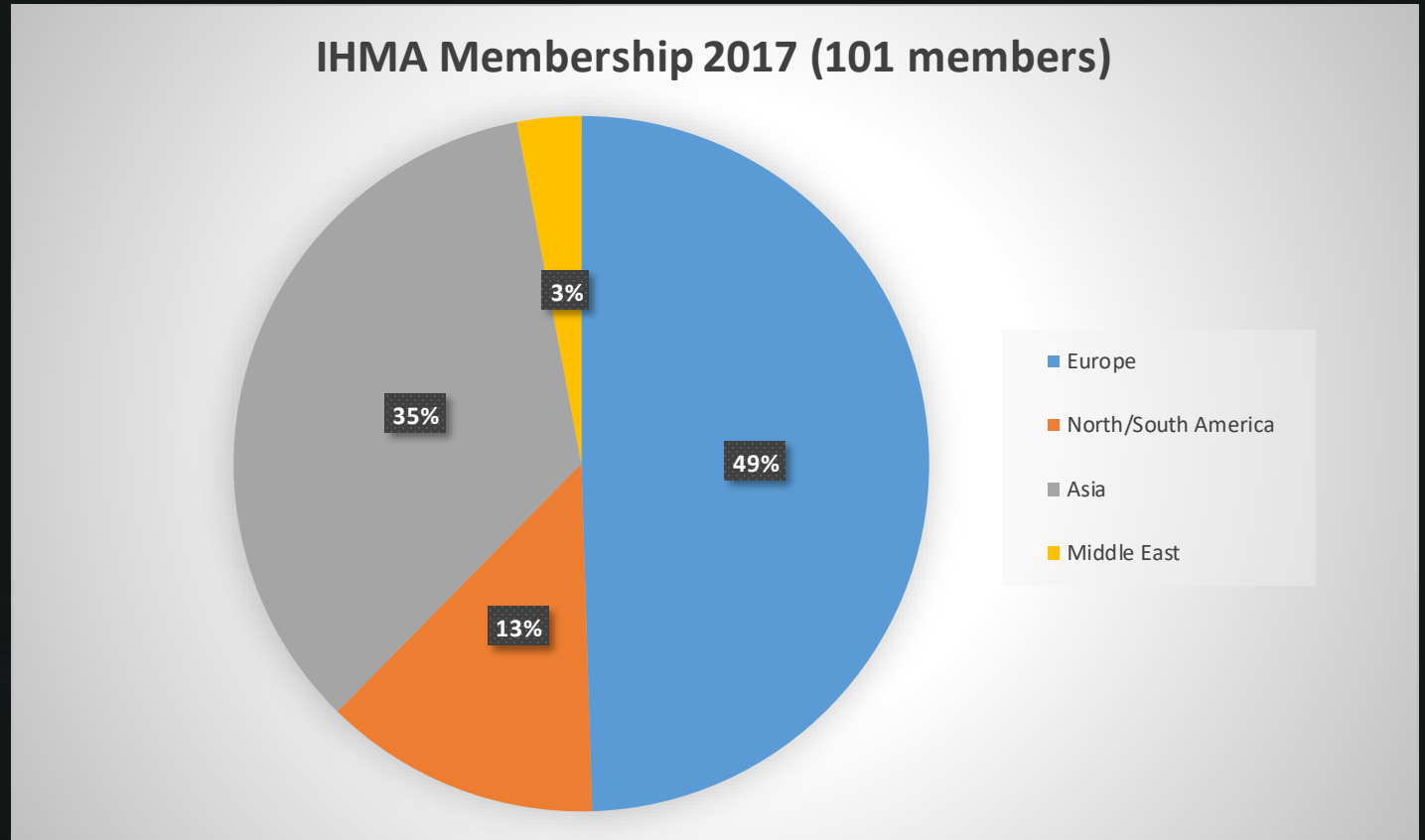
Mission

The mission of the IHMA is to:

Support, set standards for and advance holography through promoting and encouraging the understanding, use and development of holograms and holographic technology for: the authentication of products and documents, decoration and illustration, displays and display systems, data storage and processing, energy systems, environmental improvements, healthcare, and other fields that emerge as potential applications of holography for the protection and benefit of individuals and society at large.

IHMA Membership

The IHMA is made up of over 100 of the world's leading hologram suppliers and manufacturers



Facts and Benefits



IHMA Chairman: Manoj Kochar
E-mail: chairman@ihma.org
www.ihma.org

Fast Facts

- A not-for-profit industry association founded in 1993.
- Represents the interests of hologram manufacturers and the global hologram industry.
- Now has over 100 members of the world's top-tier hologram producers.
- Members are strictly vetted prior to acceptance.
- Code of Practice for members.

Member Benefits

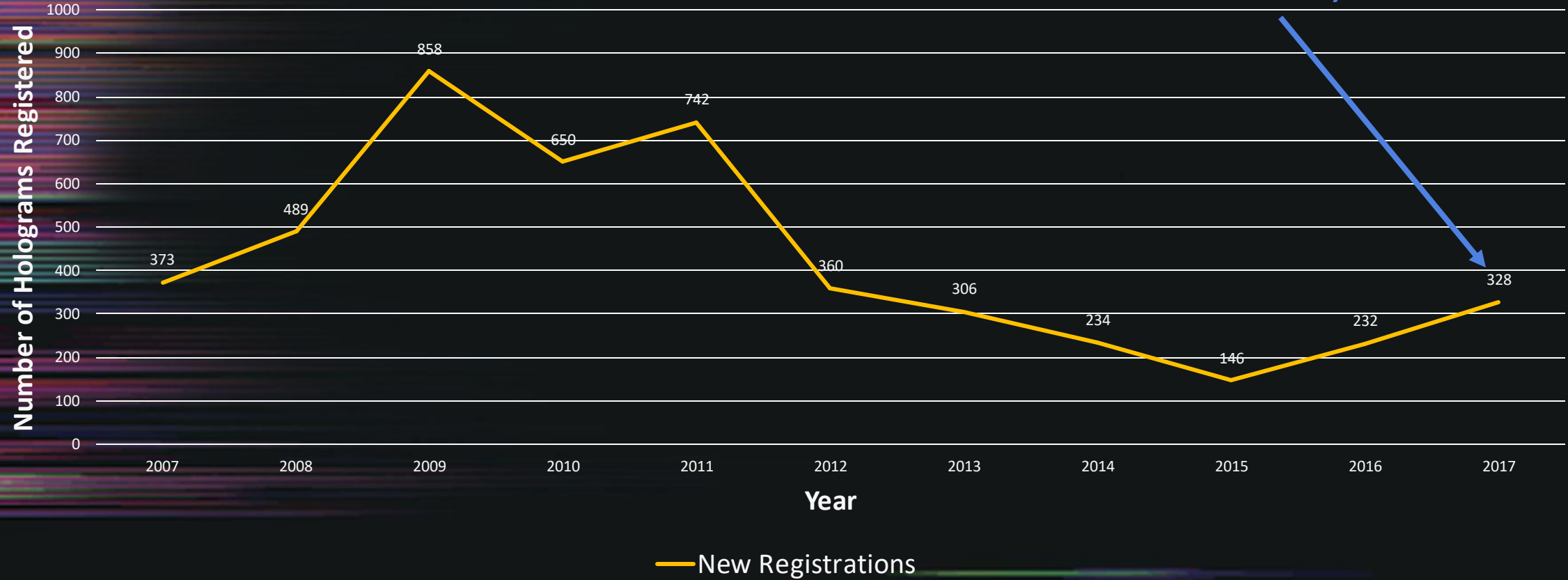
- The Hologram Image Register (HIR)
- IHMA Patent Bulletin.
- Tender Alerts & Sales Leads.
- Holography News® (monthly).
- Publicity & Education.
- Discount to the The Holography Conference™.
- Demonstrates commitment to ethical business practices and quality products.

What is the Hologram Image Register?

1. The Jewel in the IHMA crown, operated by the [Counterfeiting intelligence Bureau \(CIB\)](#).
2. A record of registered hologram images in use, around the world;
3. Helps to prevent members inadvertently copying holograms they would otherwise not know of. It documents effective copyright date;
4. Helps to identify attempts to source copy holograms and pursue the offenders;
5. Second or alternative sourcing of a hologram is legitimate (subject to copyright conditions) so should be recorded on the HIR;
6. Registration on the HIR ensures “*due diligence*” on the part of the IHMA member;
7. Security & confidentiality;
8. Online submission & target 3-day turnaround for issuance of a Clearance Certificate.

2017 HIR Results

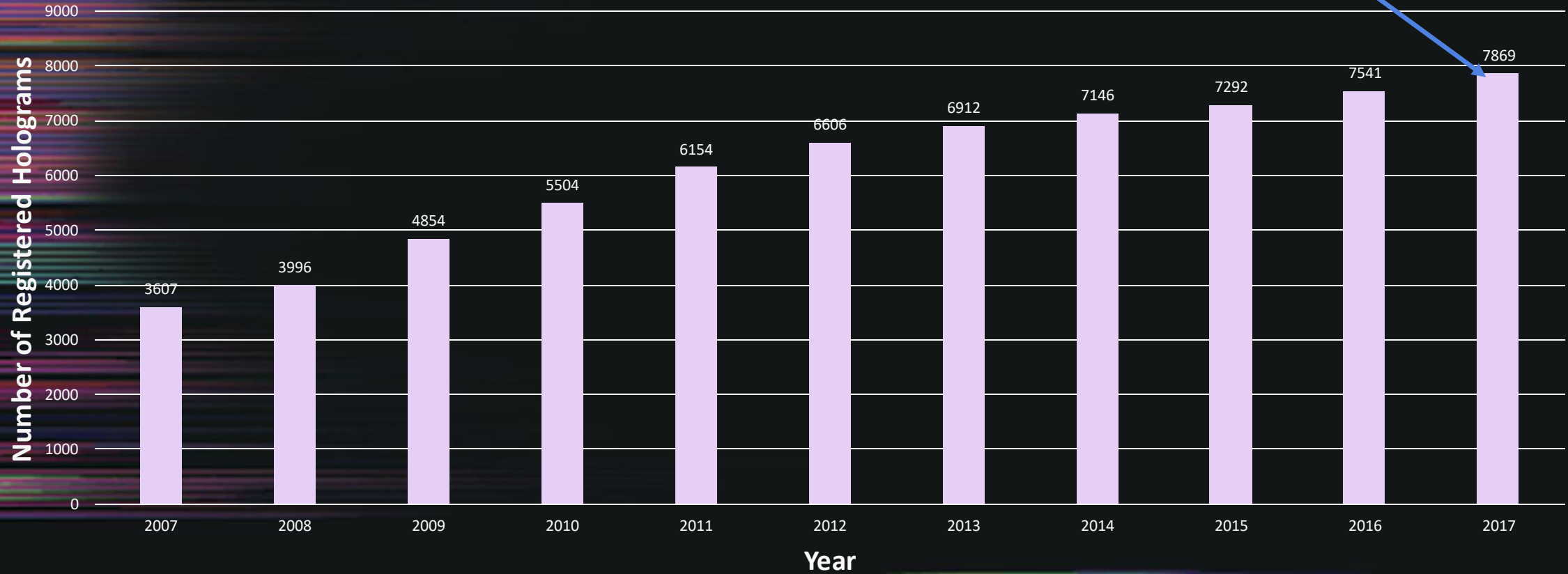
New Hologram Registrations Versus Year



2017 HIR Results

Until Nov 8 2017 (4.3% increase over 2016)

Total Number of Registered Holograms in the HIR Versus Year

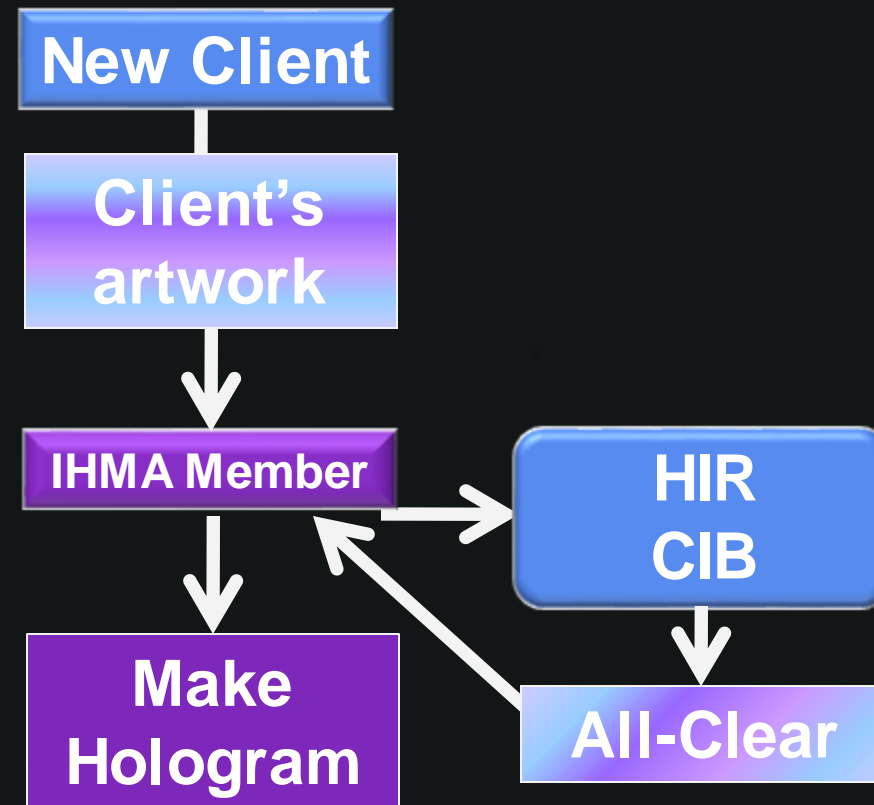


Hologram Image Register (HIR)

- No cost to IHMA members
- Register all images
- Interrogate (Search) for Design Check
- Timely submission of Electronic Artwork
- Finalise registration with sample
- Non Members can Register for a Fee
- Part of ISO14298

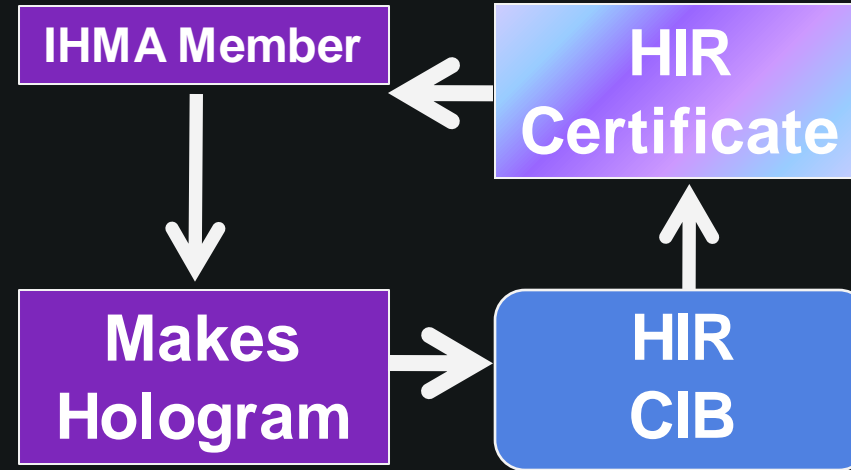


- New client's artwork is submitted and checked against all registered hologram images in most cases it will get an "all-clear" response...



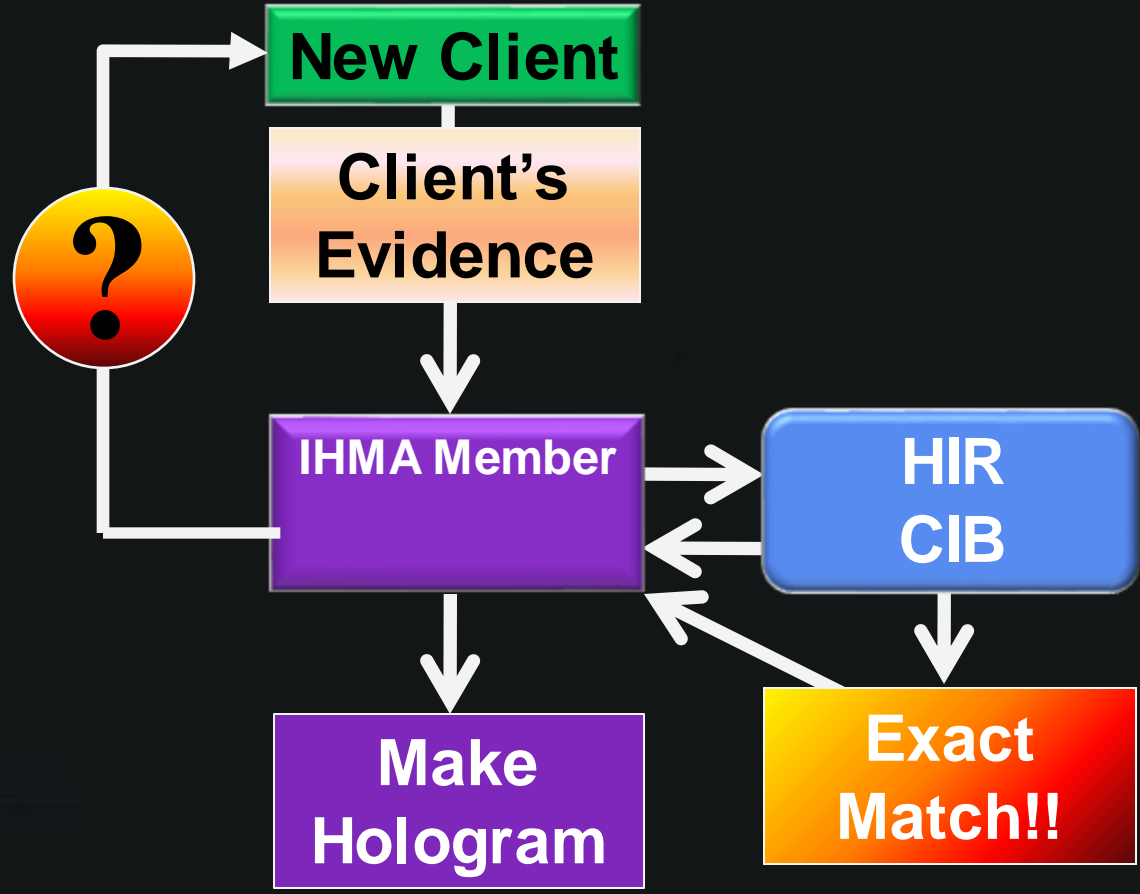
IHMA Procedure for Hologram Registration on the HIR

- Assuming an “all clear” artwork search the new hologram is made and a sample is sent to the CIB
- CIB then issue the registration certificate for that hologram to the IHMA member

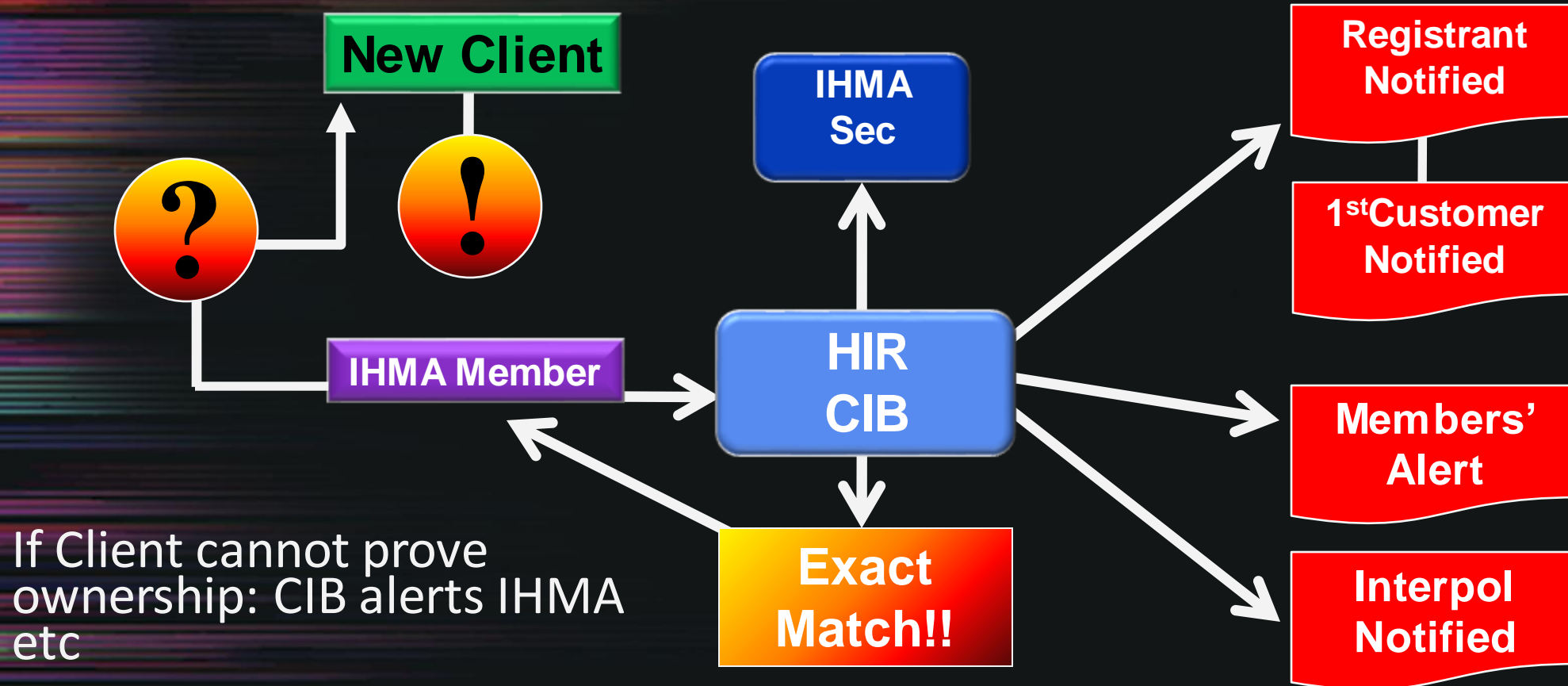


IHMA Procedure for “exact matches”

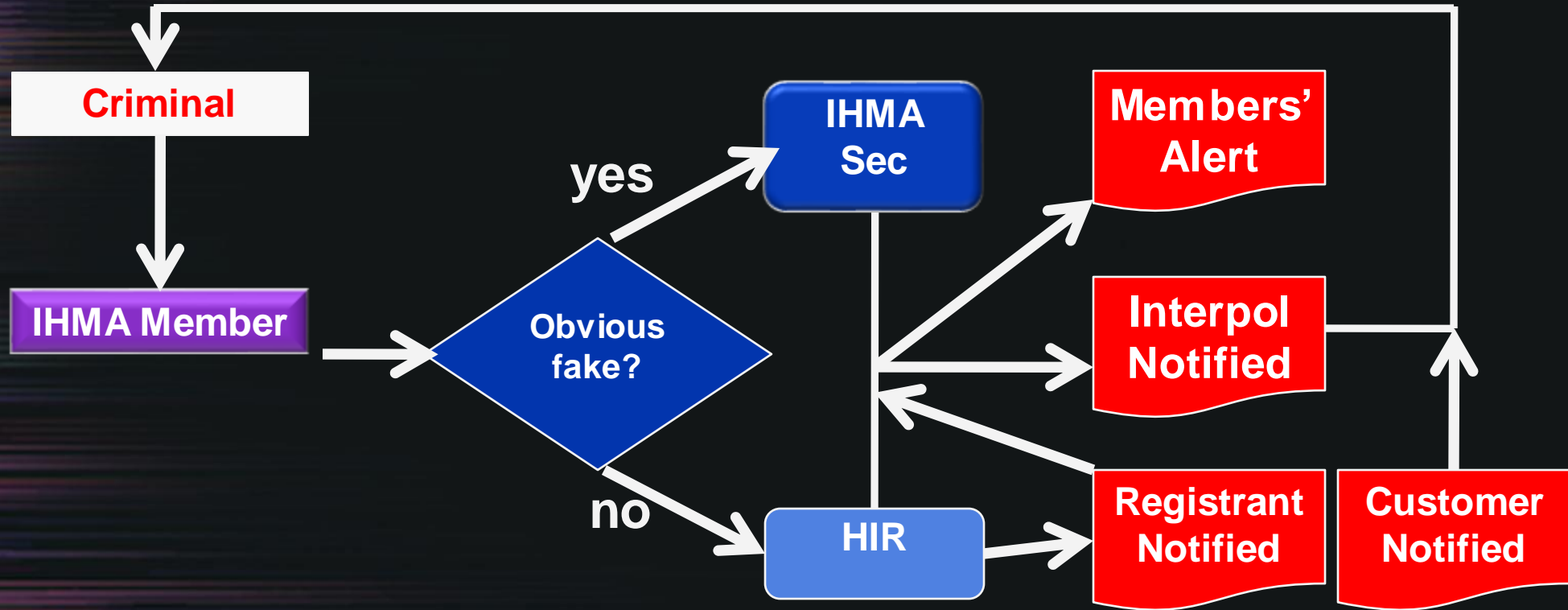
- When Client’s artwork gets an “Exact Match” warning from the CIB when they search the HIR
- Client is asked for proof of ownership of the hologram design...



IHMA Procedure where an “exact” match is unresolved



IHMA Procedure for Suspected Counterfeit Holograms



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Any Questions?

Thank you