



Members' Newsletter

December 2022

New Logo for IHMA

You may have noticed that the IHMA has a new logo – the first rebrand since the association was launched in 1993. We will be rolling out the new logo across all platforms and materials over the next few weeks, ready for the 2023 milestone in the IHMA's history, namely its 30th anniversary.

You can obtain digital files of the new logo in the members section of the website.



International Hologram Manufacturers Association

Winners of 2022 Excellence in Holography Awards

Congratulations to the winners of the Excellence in Holography Awards 2022, which were announced at the conclusion of the Holography Conference Online on 6 December. They are:

- **Best Origination** – IQS Structures for IQS Singularity, a commemorative hologram paying tribute to the first ever images of unveiled earlier this year of Sagittarius A, the supermassive black hole at the centre of the Milky Way galaxy.
- **Innovation in Holographic Technology** – KURZ for KINEGRAM DYNAMIC, demonstrated by the Balloon Denomination 50 in its Aerospace house note series for 2022
- **Best Applied Security Product** – IDEMIA's LASINK Helios technology for ID document holograms, and Louisenthal for its a new 5000 Kwacha banknote hologram in collaboration with the Reserve Bank of Malawi
- **Best Display or Emerging Technology** – Hologram Center for its ghostly holographic illusion, which offers a new eye-catching promotional display medium
- **The People's Choice** – Computer Holography Centre for a new holographic principle, namely 3D Zero Order Imaging.

Our thanks go to all the companies that submitted nominations this year. A video of all projects nominated can be found via the link below. A recording of the awards ceremony itself will be posted soon on the IHMA website.

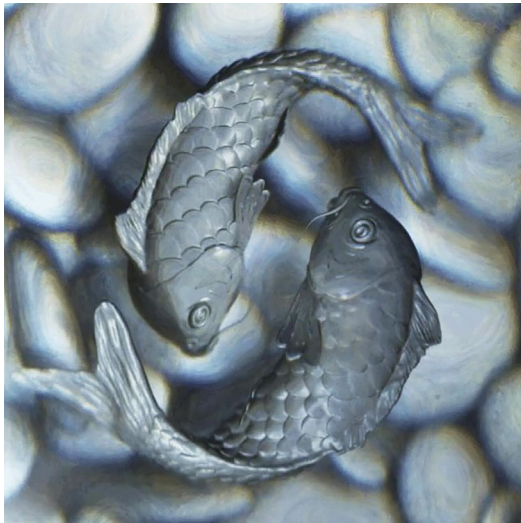
<https://vimeo.com/777357160/b966be98f7>



IQ Structures



Louisenthal



Computer Holography Centre



Hologram Center



The Holography Conference Online

Many thanks to all the IHMA members who presented at the recently concluded Holography Conference Online, and for those who listened in. The programme, arranged in four sessions, with four presentations in each, took place over two days from 5-6 December, and covered a wide range of topics – from defining what the term ‘hologram’ means today and the commercial opportunities provided by the metaverse to high security features in action, sustainability and new dimensions in holographic imagery.

One of the benefits of IHMA membership is free access to the conference and we were delighted that so many took part. The conference playback will be made available soon on the IHMA website. This will remain live for 90 days.

Sustainability Working Group

Those of you who took part in the Holography Conference will have heard the presentation by John Winchcombe of Reconnaissance on the new IHMA Sustainability Working Group (SWG). This is being set up to develop a Sustainability Charter for the industry, working with IHMA members and related industry associations who are already working on their own charters.

The SWG will be headed by John Winchcombe and IHMA Chairman Paul Dunn and is now actively seeking members to join it – up to a maximum of six. If you would like to take part in this latest initiative, please contact John - john@recon-intl.com.

IHMA Board Changes

A new member has been co-opted to the IHMA Board - Ondřej Fedorčák (Optaglio). He joins Paul Dunn (Chairman), Mark Deakes (De La Rue), Corinne Murcia (IN Groupe) and Manoj Kochar (Holoflex).

There is still one place on the Board place – so if you are interested, please let us know at info@ihma.org

IHMA Secretariat

Astrid Mitchell, CEO of Reconnaissance who was serving as Interim Secretary General of the IHMA, is being replaced by Micaal Sidorov, Regional Director for Reconnaissance, Micaal spent many years with Reconnaissance before joining Demax. He has since returned to Reconnaissance, and will hold the role of Secretary General as a permanent position.

He can be contacted at micaal@recon-intl.com



IHMA AGM

The Annual General Meeting will take place February 2023. The date and further information will be provided early in the New Year, and as many members as possible are encouraged to take part.

IHMA in the News

One of the benefits of IHMA membership is the promotion of holography and its applications across different sectors and around the world through a media relations campaign. Some of the recent articles and press releases issued by the IHMA that have been written for or picked up by the trade and business media range in subject matter from holography in wearables, smartphone technology and bridging the optical and digital worlds to coins, cars and cannabis.

Click her to view the latest press releases (<https://ihma.org/category/press-release/>)



Wishing you a wonderful festive season!



Paul Dunn
Chairman



Astrid Mitchell
Secretary General (Interim)



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