

Annual General Meeting 2021



The meeting will start shortly

Annual General Meeting 2021

Dr Paul Dunn
Mr Serge Wsevoljskoy



**Chairman & Secretariat's Report,
December 2021**

Agenda

Agenda

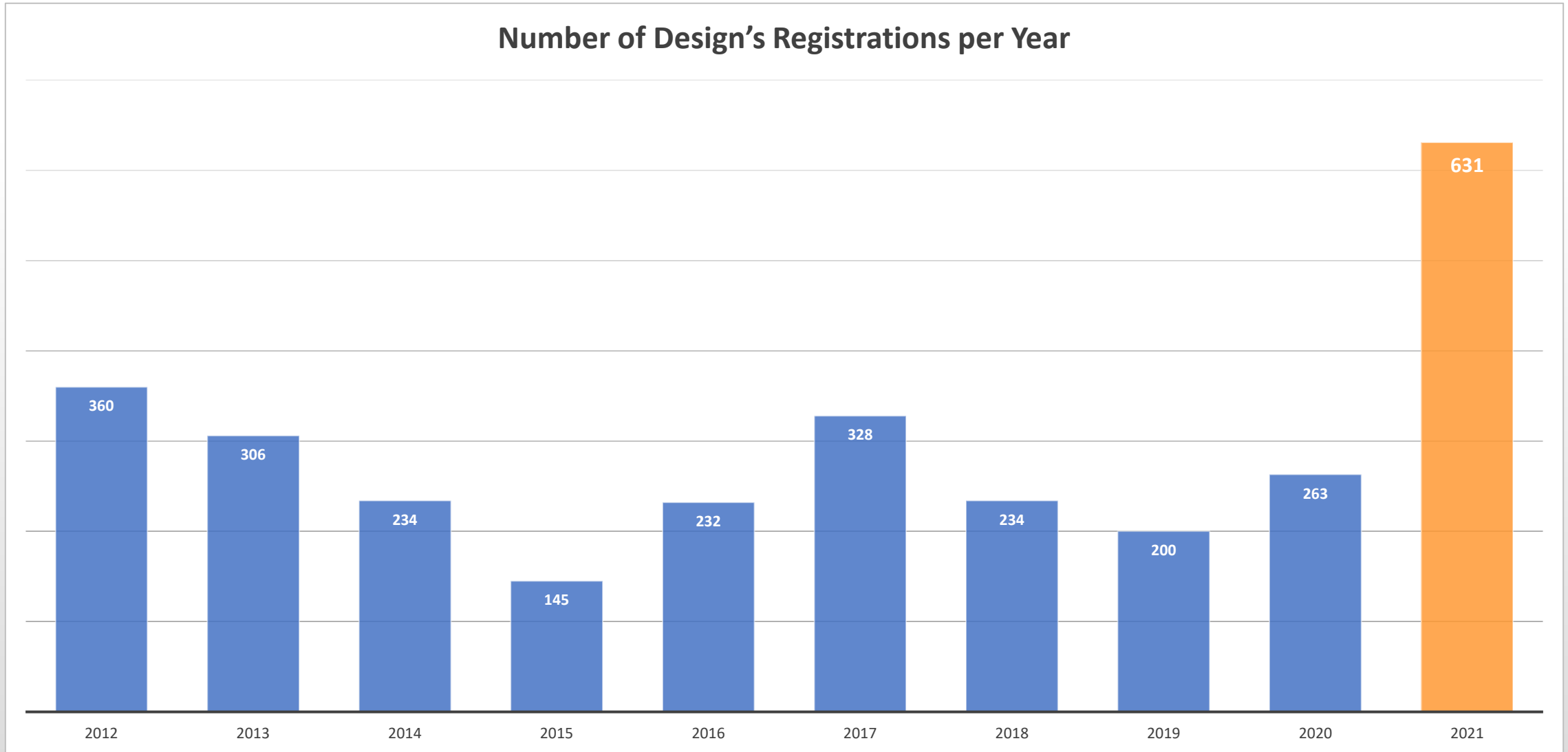
- Anti-Trust Notice
- Apologies for Absence
- Chairman and Secretariat's Report
 - Hologram Image Register(HIR) evolution
 - 2021 in numbers and financial results
 - 2022 Membership benefits
 - 2022 Budget and Membership fee
 - To appoint auditors
 - Board Nominations & Elections
 - Date & Location of Next AGM
- Chairman's summary

Anti-Trust Notice

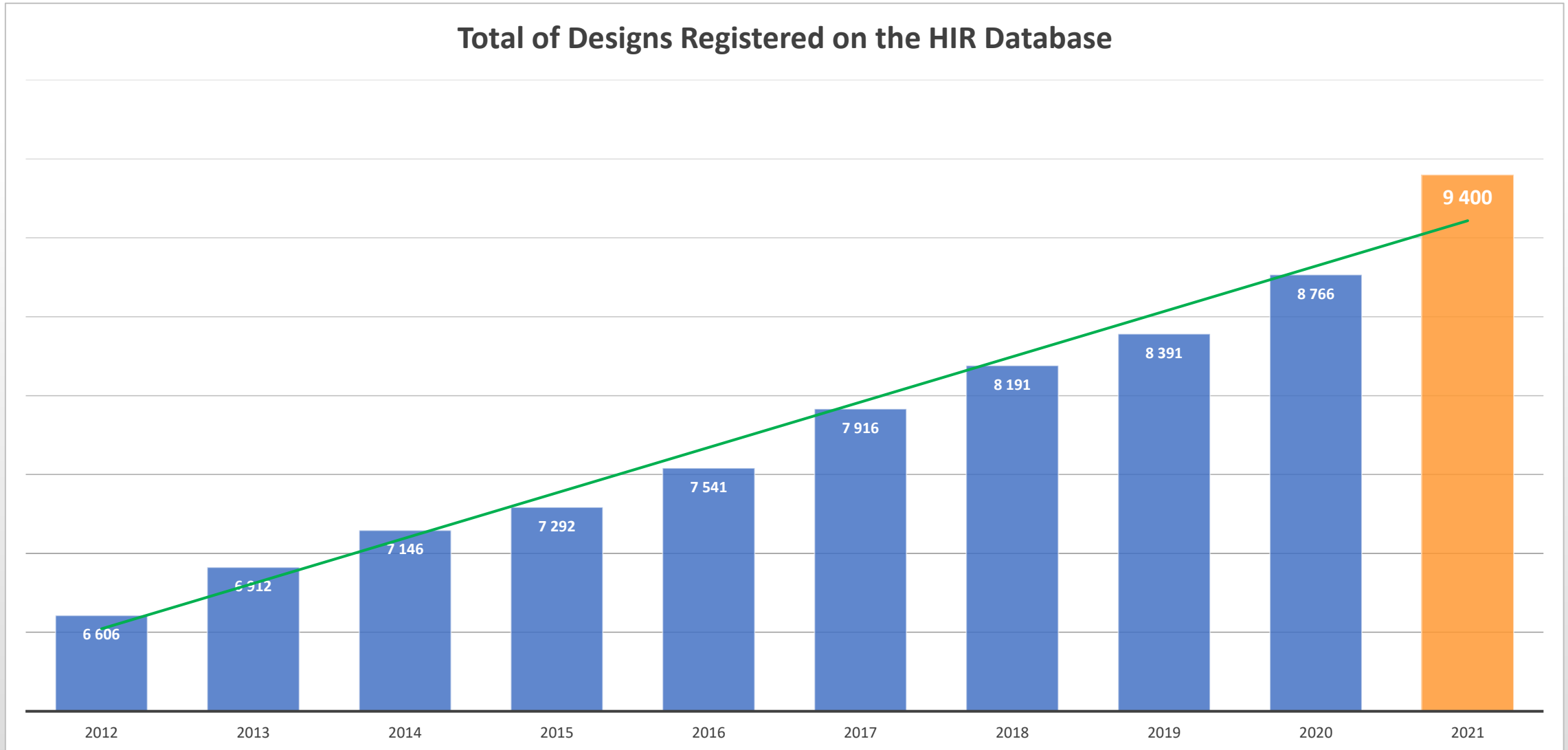
Apologies for Absence

Chairman & Secretariat's Report

Hologram Image Register (HIR)

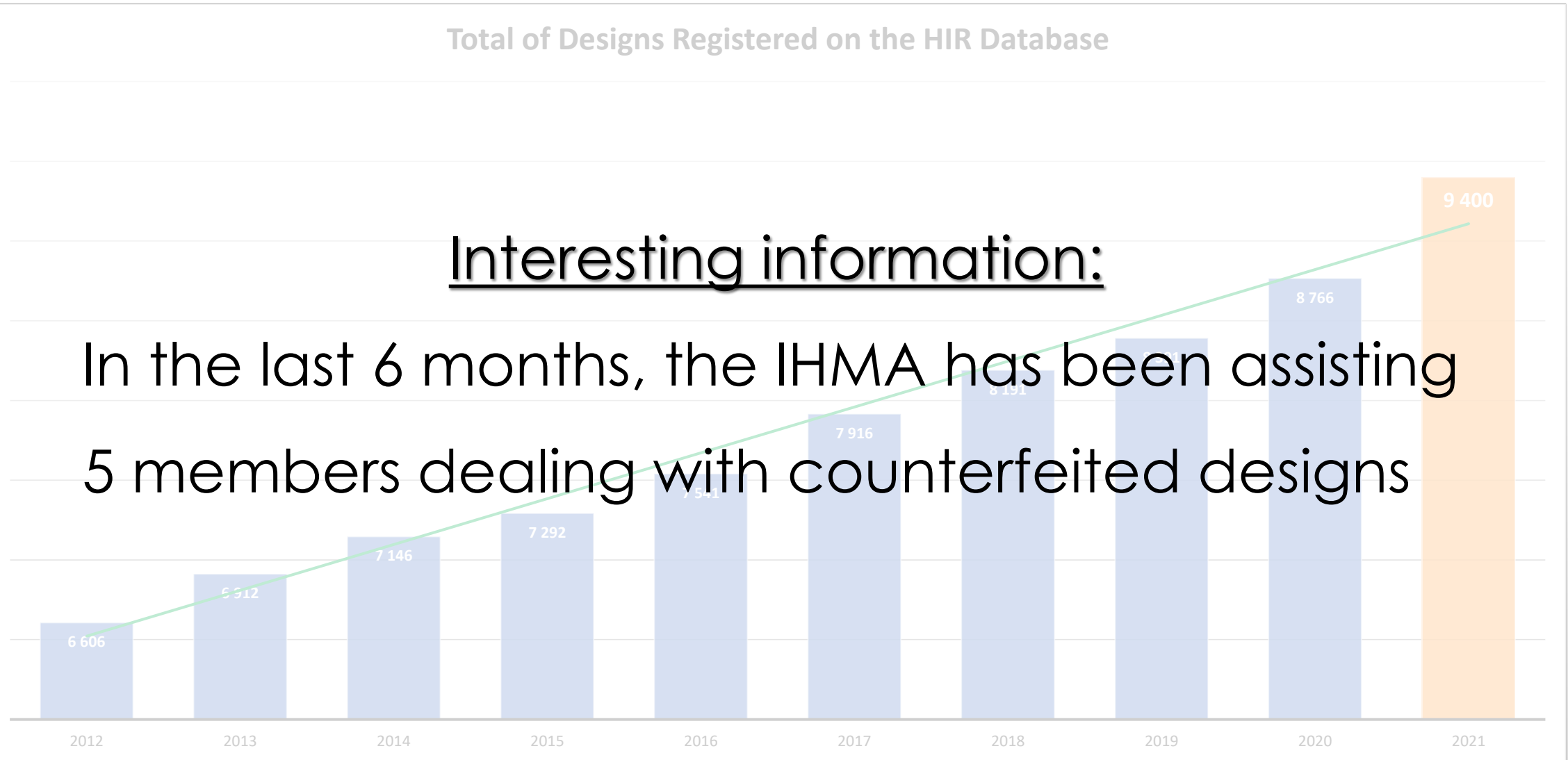


Hologram Image Register (HIR)



Hologram Image Register (HIR)

Total of Designs Registered on the HIR Database



Interesting information:

In the last 6 months, the IHMA has been assisting 5 members dealing with counterfeited designs

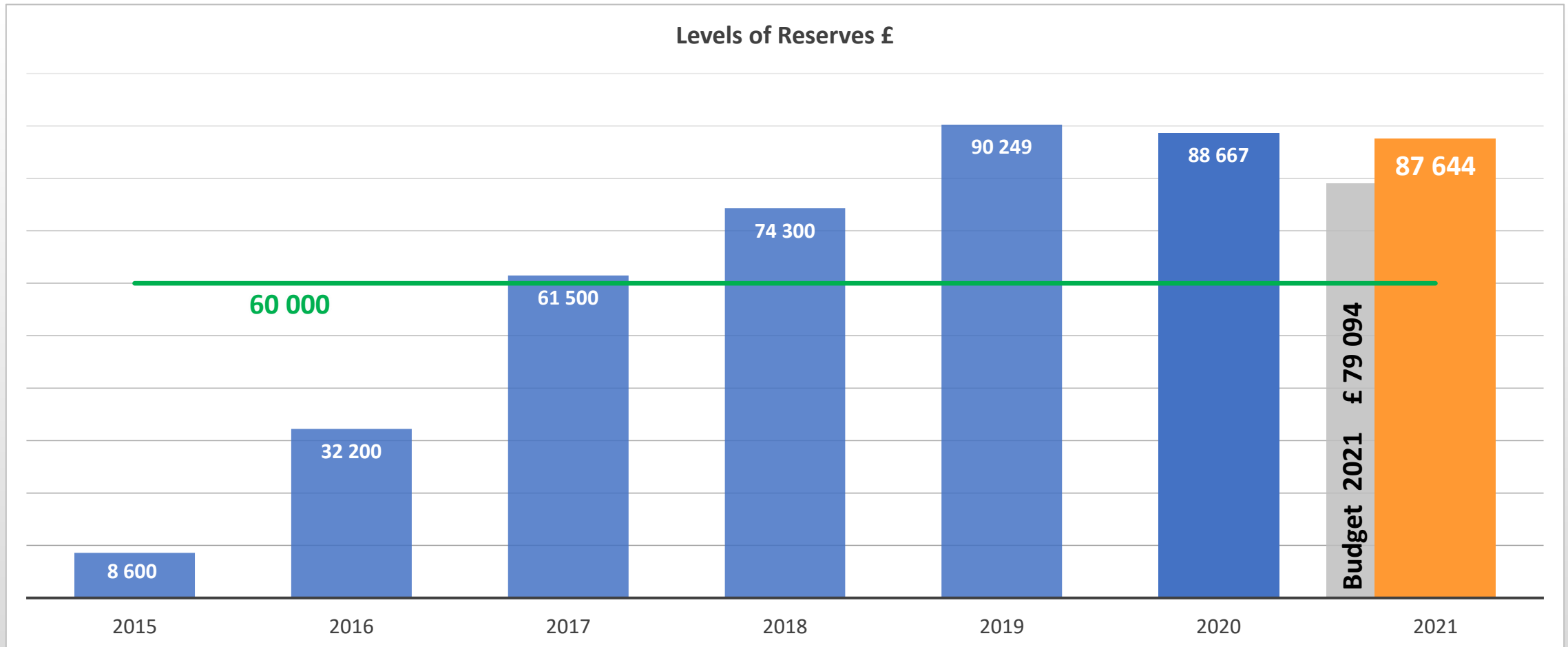
2021 in numbers

	2021	2020	2019	2018	2017
Membership <i>(2021 budget = 80)</i>	80	81	93	93	101
Tenders / Countries (2019 YTD Nov)	96	70 (Oct)	77 (Oct)	139	141
Publicity: articles/ magazines	245	116 (Nov)	68 (Nov)	52	67
Patent Newsletter (# patents)	1271	990 (sept)	847 (Sept)	780 (Sept)	823
HIR* New Registrations	631	263 (Nov)	200 (Nov)	234 (Nov)	328
Total Profit <i>(2021 budget = 78,338)</i>	£ 87,644	£ 88,667	£ 90,231	£ 74,327	£ 61,516

* Hologram Image Register

2021 Financial Result

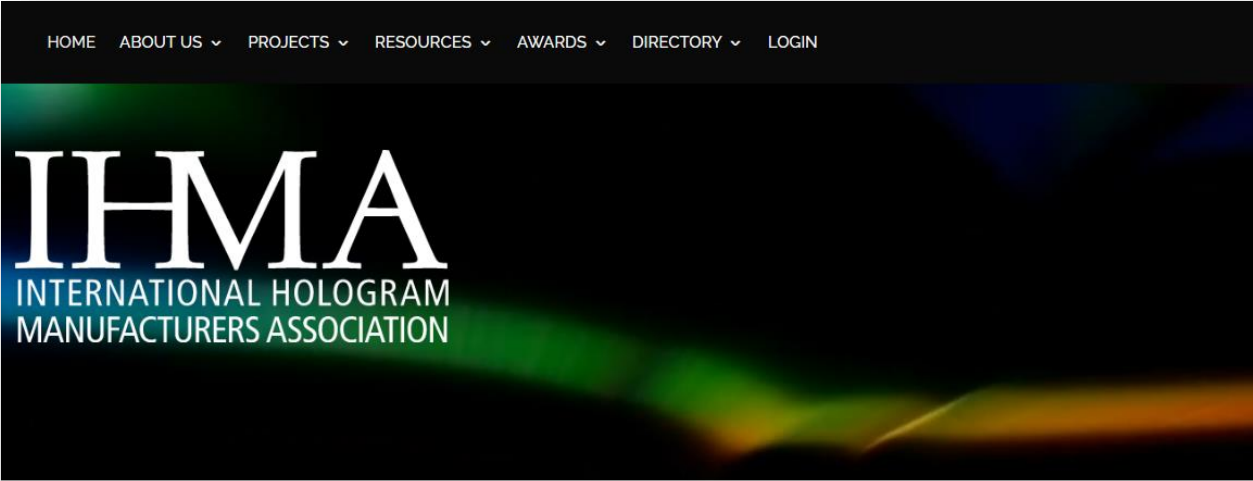
- The £60k operational reserve objective is reached and secured.



2021 New Features

IHMA Membership Benefits


- 2021 implementations:
 - New modern website:




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

The mission of the IHMA is to advance the understanding, use and development of holograms and holographic technology, particularly in the authentication of products and documents, decoration and illustration, displays and display systems, energy and environmental improvements.


PRESS RELEASE



Holography: stamping its authority on tobacco anti-counterfeiting




Improvements deliver faster access to hologram image register



2021 WINNERS OF THE IHMA EXCELLENCE IN HOLOGRAPHY AWARDS

People's Choice



Nanotech Security Corp's UEFA Euro Tickets

IHMA Membership Benefits

- 2021 implementations:

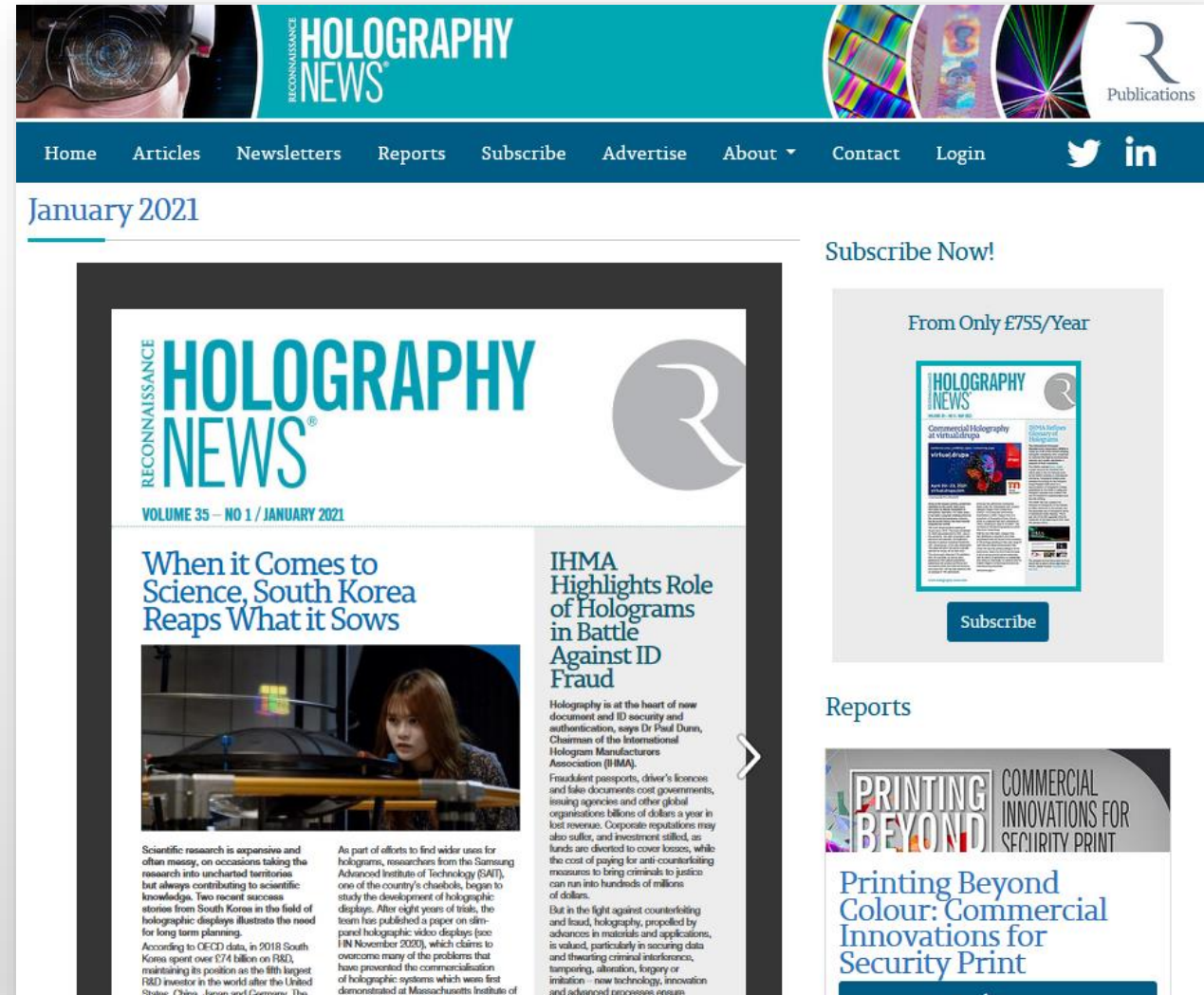
- New modern website:
 - New member's area
 - Quarterly Newsletters
 - All administrative documents
 - Monthly patent survey report
 - Tender alerts

The screenshot shows the IHMA Member's Area website. At the top, there is a navigation bar with links: HOME, ABOUT US, PROJECTS, RESOURCES, AWARDS, DIRECTORY, MEMBERS AREA, MY ACCOUNT, and LOGOUT. Below the navigation bar is a colorful gradient banner. The main content area is titled "IHMA Member's Area" and includes a "Holography News Archive" button. Below this are four dark grey menu items: NEWSLETTERS, MINUTES, DOCUMENTS & FORMS, and PATENT NEWSLETTERS, each with a dropdown arrow. At the bottom, there is a "Latest Tender Alerts" section with a table of alerts.

Tender Deadline	Description
15 February 2022 Ref. No. 469573916	Saraswaty Press Limited India - Supply Of Hot Foil Hologram Stamping Machine.
7 February 2022 Ref. No. 469476061	Jharkhand Bijli Vitran Nigam Limited India - Supply Of Various Materials - 33 Kv Disc. Insulator (polymer Type) With 90 Kn With H/w Fitting, 33 Kv Pin Insulator With Pin, L.t. Shackle Insulator With Strap Porcelain Type, L.t. Pin Insulator With Pin Porcelain Type, Rubber Mat Along Length Of Pannel,

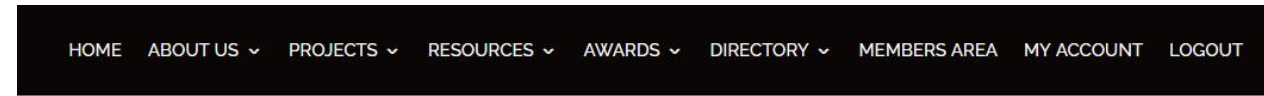
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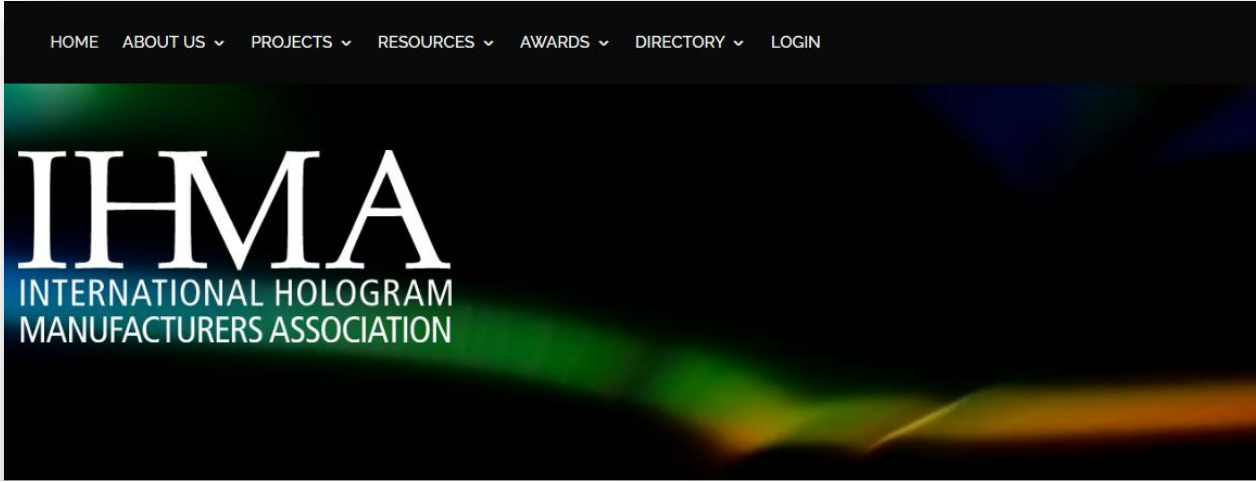
Holography News Archive Search



Click on the image for a popup view of the newsletter or click on the title to access the full view. We only provide the last 12 months with direct access, the rest is being accessed through the text search above.

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- New Press Release section



HOME ABOUT US PROJECTS RESOURCES AWARDS DIRECTORY LOGIN



IHMA

INTERNATIONAL HOLOGRAM MANUFACTURERS ASSOCIATION

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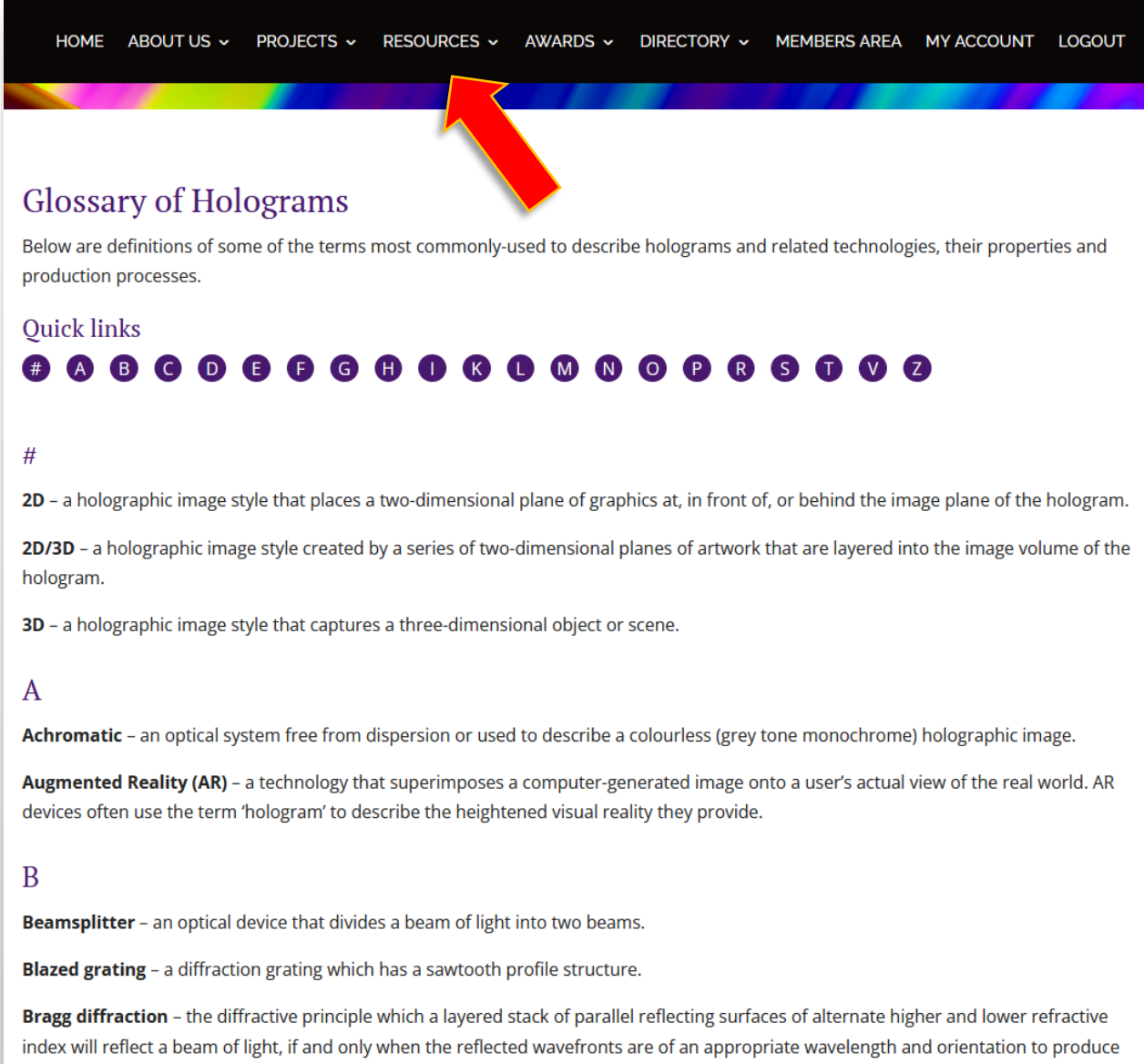
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- New Press Release section
- Industry technical Glossary



HOME ABOUT US ▾ PROJECTS ▾ RESOURCES ▾ AWARDS ▾ DIRECTORY ▾ MEMBERS AREA MY ACCOUNT LOGOUT

Glossary of Holograms

Below are definitions of some of the terms most commonly-used to describe holograms and related technologies, their properties and production processes.

Quick links

A B C D E F G H I K L M N O P R S T V Z

#

2D – a holographic image style that places a two-dimensional plane of graphics at, in front of, or behind the image plane of the hologram.

2D/3D – a holographic image style created by a series of two-dimensional planes of artwork that are layered into the image volume of the hologram.

3D – a holographic image style that captures a three-dimensional object or scene.

A

Achromatic – an optical system free from dispersion or used to describe a colourless (grey tone monochrome) holographic image.

Augmented Reality (AR) – a technology that superimposes a computer-generated image onto a user's actual view of the real world. AR devices often use the term 'hologram' to describe the heightened visual reality they provide.

B

Beamsplitter – an optical device that divides a beam of light into two beams.

Blazed grating – a diffraction grating which has a sawtooth profile structure.

Bragg diffraction – the diffractive principle which a layered stack of parallel reflecting surfaces of alternate higher and lower refractive index will reflect a beam of light, if and only when the reflected wavefronts are of an appropriate wavelength and orientation to produce

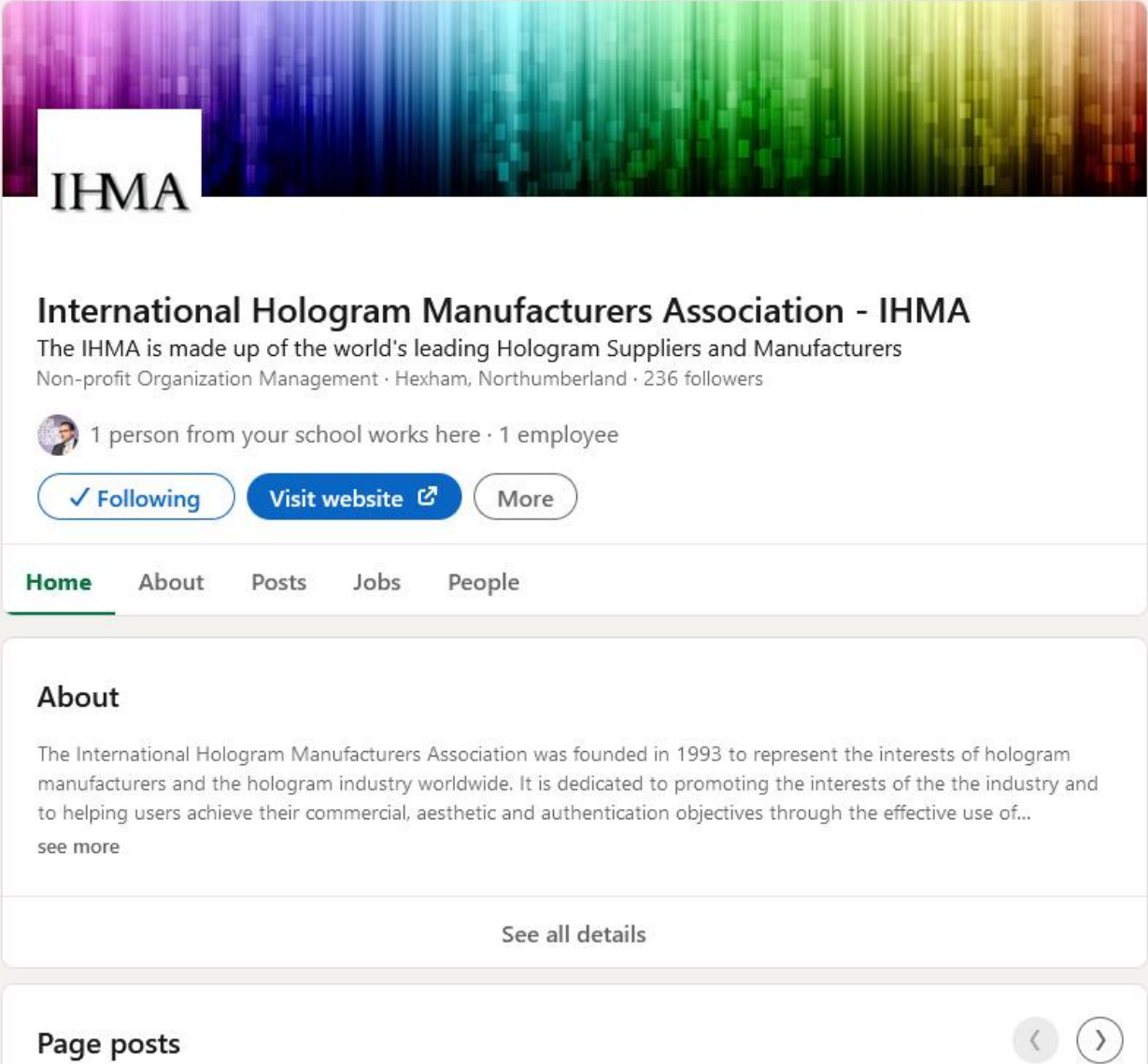
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- Discount to the Holography Conference™

The screenshot shows the website for 'THE HOLOGRAPHY CONFERENCE RECONNAISSANCE'. The header includes the text 'Join Us Online 15-16 November 2022' and a large stylized 'R' logo. The navigation bar contains links for Home, Sponsorship, Awards, Reviews, Contact Us, and social media icons for Twitter and LinkedIn. Below the navigation bar are three main sections: 'Review of 2021' (with a sub-link 'Read the review of the 2021 conference'), 'Sponsorship Opportunities' (with a sub-link 'Become a sponsor now!'), and 'HOLOGRAPHY NEWS RECONNAISSANCE'. The main content area features a '2021 Review' section with a 'DOWNLOAD PRESENTATIONS' button and four sub-sections: 'ATTENDEES', 'PROGRAMME', 'AWARDS', and 'SPONSORS'. Below this is a headline: 'The Holography Conference Online 2021 – Trend for Increased Government Attendance Continues'. The text below the headline states: 'Last year's The Holography Conference Online (THCO) saw an increase in participation from government officials involved in specifying security features for banknotes, ID cards, driving licences and other documents of value. The trend continued at this year's event, which took place 17-18 November, with half of all 120 participants coming from central banks and government agencies'. To the right of the text is a donut chart titled 'Attendance' with a legend: 'Government Agencies' (red), 'Holographic Industry' (blue), and 'Other Private Entities' (green). The chart shows approximately 50% for Government Agencies, 50% for Other Private Entities, and a very small portion for Holographic Industry.

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- New LinkedIn IHMA page



The screenshot shows the LinkedIn profile for the International Hologram Manufacturers Association (IHMA). The profile picture is the IHMA logo, and the cover image is a colorful, abstract background. The page title is "International Hologram Manufacturers Association - IHMA". The bio states: "The IHMA is made up of the world's leading Hologram Suppliers and Manufacturers. Non-profit Organization Management · Hexham, Northumberland · 236 followers". It also shows "1 person from your school works here · 1 employee". The page has a "Following" button, a "Visit website" button, and a "More" button. The navigation menu includes "Home", "About", "Posts", "Jobs", and "People". The "About" section is expanded, showing the text: "The International Hologram Manufacturers Association was founded in 1993 to represent the interests of hologram manufacturers and the hologram industry worldwide. It is dedicated to promoting the interests of the the industry and to helping users achieve their commercial, aesthetic and authentication objectives through the effective use of... see more". A "See all details" link is visible below the "About" section. The "Page posts" section is partially visible at the bottom.

2022 New Features

IHMA Membership Benefits

- 2022 upgrades:
 - Website member's **Private area**
 - Manage membership
 - Contact details
 - Company profile
 - Membership Certificate
 - **HIR new interface**
 - **Free Pass** to the **Holography Conference™**
& **Excellence of Holography Award**



IHMA Membership Benefits 2022

- **Modern website** with all administrative documents and:
 - IHMA Patent Bulletin & Tender Alerts Sales Leads
- Faster and better **Hologram Image Register (HIR)**
- **Holography News®** (monthly) digital platform
- Holography News® **digital database archive**
- Publicity & Education with dedicated **Industry Glossary**
- **Free Pass** to The Holography Conference™ and Excellence In Holography Award ceremony.
- Strong **social media** presence (LinkedIn)
- Commitment to **ethical business** practices and **quality products**.

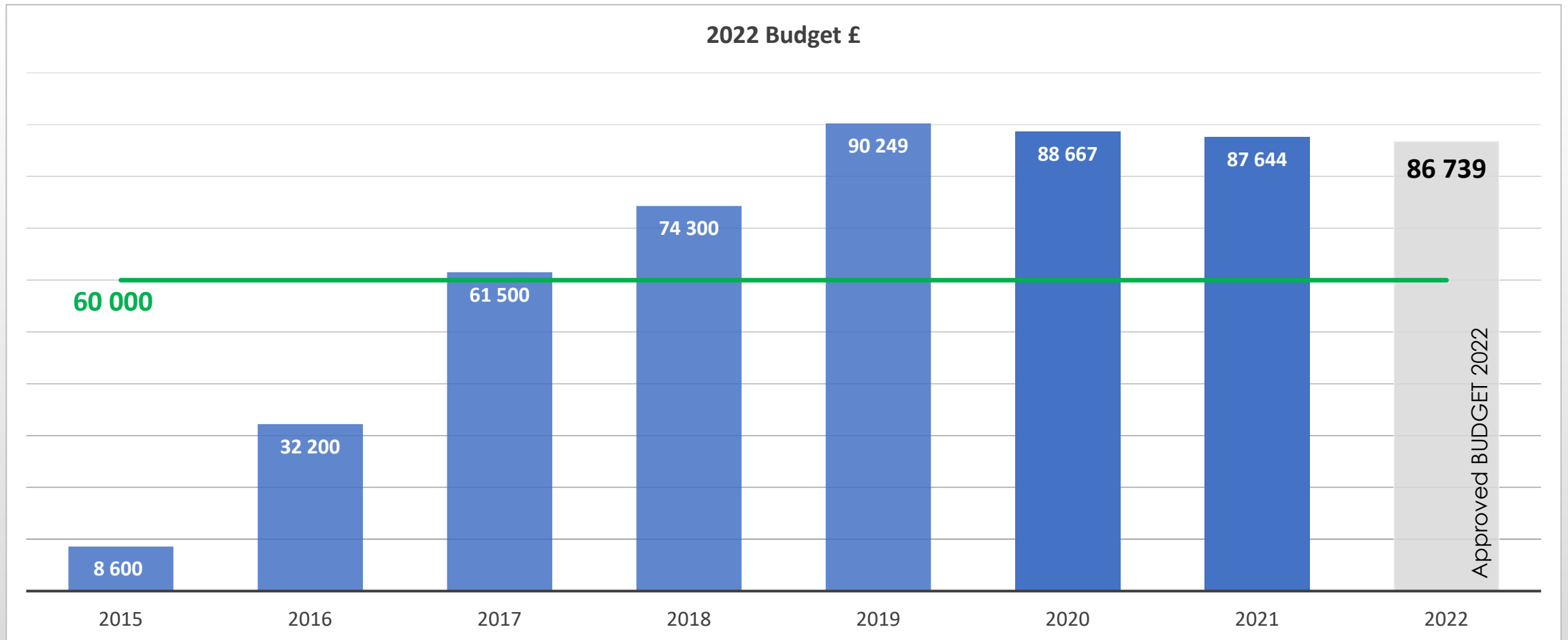
2022 Budget

2022 Budget

- New membership rate:
 - Band 1 members: £2,250.00 *Turnover under £7.5 million (GBP)*
 - Band 2 members: £3,750.00 *Turnover over £7.5 million (GBP)*
- Conservative budget of 80 members (as for 2020 and 2021)
- Focus on PR and better promotion of the IHMA and its members
- Proactive actions with the working groups
 - Association alliances
 - Industry Sustainability
- More participation on worldwide conferences

2022 Budget

- 2022 budget strategy is aligned with previous years



Auditors

Board's election

2022 Board Members' Election

- **Anton Goncharsky** has been re-elected as the Eastern Europe Regional Board member
- **Mark Deaks** has been elected EU/EFTA Regional Board member
- The Americas Regional Board Member chair remains vacant

Chairman's Summary

Chairman's Summary

Following on from the Covid 19 challenges of last year, 2021 has not been the Covid free period we had hoped for. However as reported at the last AGM, the IHMA had collated significant feedback from members on what their needs from an Association were and identified areas of change and growth that would increase the value of IHMA membership.

So, despite covid, during this last year, the board has worked to implement some of these changes and additions, and Serge described some of these in his report earlier. Certainly, the re-structuring and interactive additions to the website, offers new and better access to information. Also broadening the IHMA horizons through potential alliances with other related Associations and Institutions, offers further change and growth in the coming months and years ahead.

Chairman's Summary

A significant success so far and worth an additional mention, has been the changes to the Hologram Image Register following feedback from members. The first step was to improving speed and ease of the registration process, and this has certainly played a part in the large increase in hologram registrations in the last year, again something that Serge referred to earlier.

We also recently announced further changes to improve the registration process time through an auto acceptance of customer authorisation to use their copyrighted artwork in Designs submitted for search. This has now been launched and we will look forward to monitoring the response.

Chairman's Summary

We can also report this year on a very good and successful on-line conference again and look to build on this success at next Conference.

I also want to thank Jo Ogden who has stepped down from the board this year and we will miss Jo and the real value she brought to the board. But the loss of Jo is mirrored by the gain of the new board member and welcome back Mark Deakes, who will bring his own experience and knowledge to our meetings. Thank you again to both.

The board remain committed to improving and enhancing membership value and have already outlined some of the new areas we will pursue this coming year and look forward to reporting on these new changes at the next AGM

A final thankyou to everyone for attending today and look forward to the year ahead.

Questions?

Thank you!