

Changes to the Hologram Image Register

Dear Member

As you are hopefully aware, we have been planning several changes to the IHMA in order to provide greater functions and value to all members. One of the key changes was to restructure the Hologram Image Register (HIR). Over the years the hologram has evolved into highly sophisticated security images and new process have been introduced that are not conventional holograms in the technical definition. Kinegrams and E-Beam originated images for example are better classified under the term DOVID (Diffractive Optically Variable Imaging Device), and holograms fall into the same category. That evolution in optical technology has continued and although holography still plays a major role today there are an increasing number of optical solutions, such as micro lens arrays, micro-mirrors, plasmonics and several more, that are clearly not holographic.

Although non-holographic images can be, and are, registered today, when we questioned IHMA members and non-members, about the use of the Hologram Image Register, and what we need to do to get more optical security solution manufacturers to use it, one of the main reasons given for not making use of it was “we don’t make Holograms”.

For this reason, we have changed the register by including all optical security technologies that fall within the general term OVD – Optical Variable Devices, so that the register is far more applicable and relevant to the broader industry.

We have re-named it the Security Image Register (SIR), and we’ve updated the registration process and altered all documents, certificates, and graphics. This is the new logo.



The following sections are for the people in your company who have unique access to the Image register and actively register your security images. Please ensure they have this information on the new changes.

The actual changes to the Image Register are small and will make little or no difference to most users / members. We plan to launch the updated version at the start of the New Year and the small changes will mean the HIR system will not be in operation for 1 day on the on the **2nd January 2024** to so that the launch and start date of the Security Image Register will be the **3rd January 2024**. This notification is being sent to your company by email and also through the Security Image Register Portal to your portal users.

Please continue to use the hologram Image Register as normal and the change should be seamless, but on the **3rd January**, the following changes will appear.

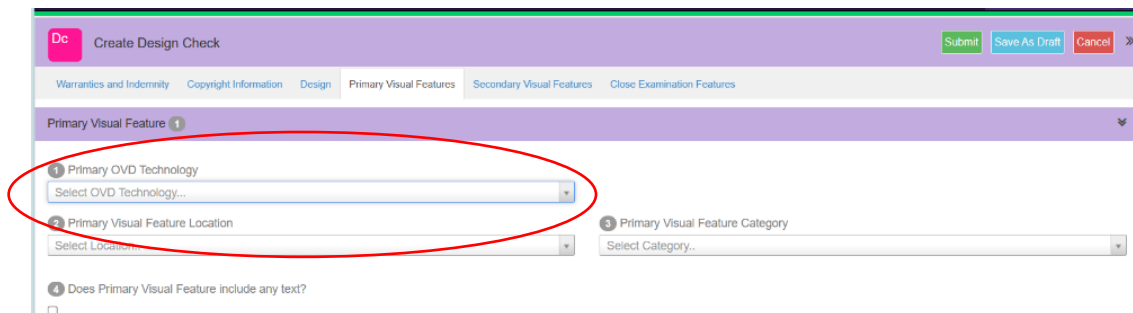
The main changes

The below details are primarily for the users with access to the HIR / SIR portal to complete Design Checks and Register their security images.

The **Hologram Image Register** phrase and logo will be replaced by **Security Image Register** phrase and logo.

The word **Hologram** will be replaced by **OVD** (Optically Variable Device).

The main change is in the **Primary Visual Feature** screen, shown in the screen shots below. Data point 1 is now called **Primary OVD Technology**.

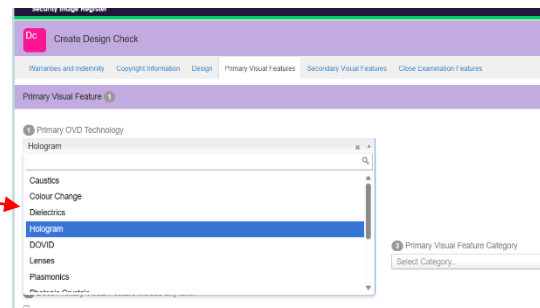


The screenshot shows the 'Create Design Check' form with the following fields:

- 1 Primary OVD Technology (Dropdown menu, circled in red)
- 2 Primary Visual Feature Location (Dropdown menu)
- 3 Primary Visual Feature Category (Dropdown menu)
- 4 Does Primary Visual Feature include any text? (Checkbox)

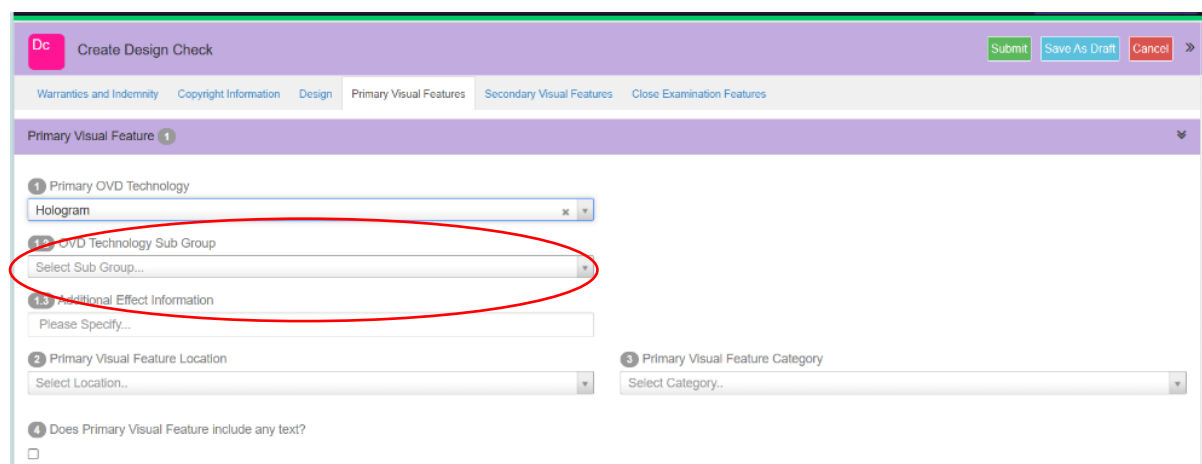
Here you select your optical technology, such as hologram, DOVID, Lenses, Colour change etc. In fact, 13 different technology groups, as shown in the chart on the following page.

Select your technology group and a sub group box will appear as shown below. If, for example, you select Holography it will bring up an **OVD Technology Sub Group** box as shown below.



The dropdown menu for 'Primary OVD Technology' displays the following options:

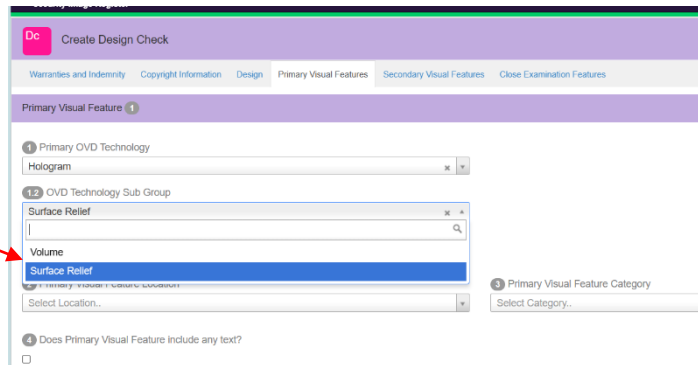
- Hologram
- Clautics
- Colour Change
- Dielectrics
- Hologram
- DOVID
- Lenses
- Plasmonics



The screenshot shows the 'Create Design Check' form with the following fields:

- 1 Primary OVD Technology (Dropdown menu, value: Hologram)
- 1.1 OVD Technology Sub Group (Dropdown menu, circled in red)
- 1.2 Additional Effect Information (Text input field, value: Please Specify...)
- 2 Primary Visual Feature Location (Dropdown menu)
- 3 Primary Visual Feature Category (Dropdown menu)
- 4 Does Primary Visual Feature include any text? (Checkbox)

Selecting this box, will bring up the different Holographic technologies, Volume or Surface Relief. If you are a regular hologram producer, you would select Surface Relief.



Each **Primary OVD Technology** when selected, will bring up the technologies within their categories. The full range is shown below.

Primary OVD Technology Group	Sub group
Caustics	no subgroup
Colour Change	Liquid Crystals
	Structural Colour
	Thin Film Interference
Dielectrics	no subgroup
Hologram	Volume
	Surface Relief
DOVID	Kinegram
	Surface Relief
Lenses	2D Arrays
	Fresnel
	Lenticular
Plasmonic's	Surface Relief
	Nano-Particles
Photonic Crystals	no subgroup
Print	OVM
	Fluorescence
	Magnetic
	Quantum Dots
	Taggants
Reflection	Micro-Mirrors
Polarization	Phase change materials
Waveguides	no subgroup
Sub Wavelength Gratings	Zero order
	Aztec Structures
	Plasmonic colours

For most holographic manufacturers, it will be a matter of selecting Hologram and then Surface Relief. After this technology selection, the Image Register is the same as before. Manufacturers of non-holographic features will select their appropriate **Primary OVD Technology**.

Secondary Visual features will have the same options from which to select.

Any concerns or problems please contact us at the IHMA or the CIB. We would be happy to talk it through and provide any clarity or support.

Many thanks

Dr Paul Dunn

IHMA Chairman