

The IHMA – Charting the Next Pathway for Holography

Dr Paul Dunn

The Holography Conference Online December 8th & 9th 2020



THE IHMA

- The idea that the young holographic industry needed a trade association to help move it forward, began in 1990 with a conversation between Ian Lancaster and Wasy D'Cruz the CEO of ABNH.
- Through Holography News articles and discussion at the HoloPack- HoloPrint conference in 1992, it was agreed to establish an association.
- In 1993 the International Hologram Manufacturers Association - IHMA was launched.
- The original objectives were to:
 - Promote and encourage the industry
 - Improve international communications
 - Encourage high ethical standards in the industry
 - Improve understanding of intellectual property and avoid inadvertent copying of security (or other) holograms.

INDUSTRY GROWTH IN SECURITY

- As the IHMA membership grew, it supported a growth in applications, typically anti-counterfeit solutions, packaging, promotional and display.
- Over time the hologram industries grew and evolved, mirrored by the IHMA membership to a point where today 80% of members are from the anti-counterfeit / security industry.
- Large investments driving innovation resulting in development of new optical security technologies and features.
- Examples of the many new optical features innovations.



Rolling Star from Louisenthal



Plasmogram from Surys

Source: The Currency Conference 2013

DISPLAY HOLOGRAPHY

Gradual decline in traditional display holography.

More recently a resurgence of display holograms.

- Chimera – a new series of digital holograms in full colour and full parallax from Yves Gentet.
- The Hellenic Institute of Holography (HiH) in Athens developed a portable holographic camera to record museum artefacts.
- OptoClones - Faberge Imperial Easter eggs, recorded on site at the Faberge Museum in St Petersburg.



VOLUME HOLOGRAMS

- Developments in new photopolymers for volume holograms had limited success.
- Kurz launched their volume hologram security feature on Israel and Swiss notes.
- This year we also saw De La Rue launch their Izon® photopolymer security product.
- Krypten have also demonstrated a volume hologram security product.



3D HOLOGRAPHY

Holography News published reports on all these applications and many more – e.g. data storage, underwater holography, particle analysis, holographic microscopy.

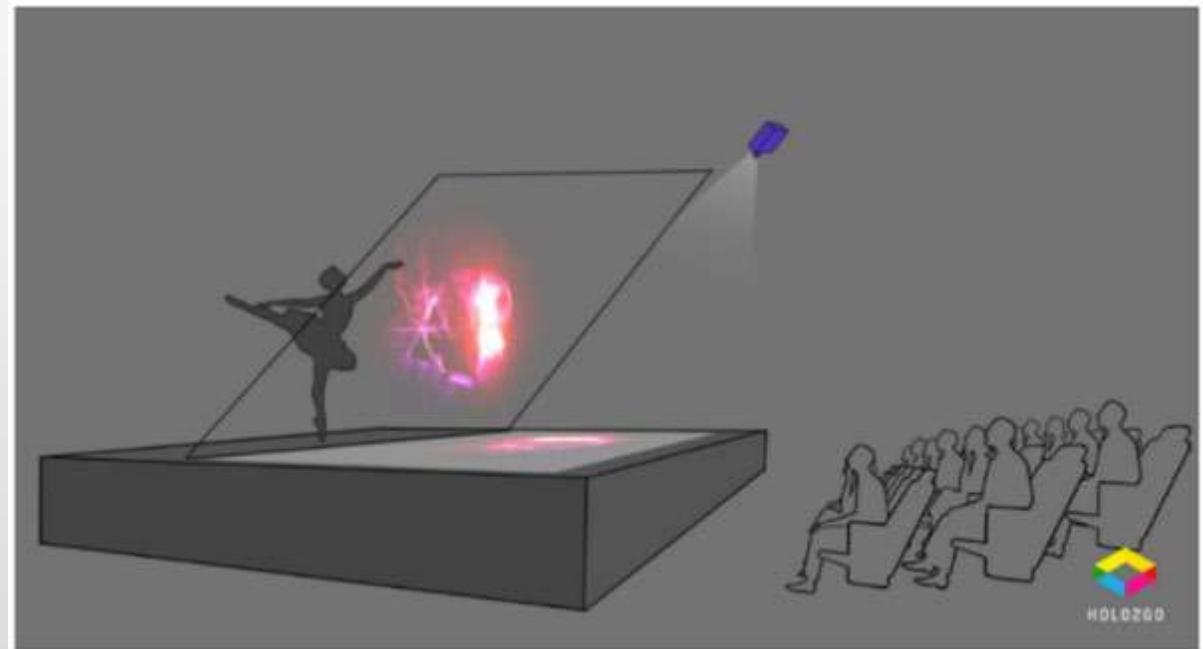
Few have emerged as a significant industry, but...

DIGITAL 3D

- Electronic Field Displays, Rea View, Avalon, Zebra
- Medical Field applications in imaging , education and Biomedical research
- Interactive 3D Holographic visualisation.
- Projected \$950M industry in 2021.

3D HOLOGRAPHIC PROJECTION

- Not a true hologram but a Pepper's Ghost optical illusion now as a state-of-the-art multimedia platform that enables 3D holographic projection of a live event.



THE IHMA

- If not a true hologram do technologies such as these 3D projectors fit within the Hologram Industry / IHMA family?
- Many of the new optical security features being developed today globally, are not true holograms.
- Key point – the hologram industry has evolved and expanded in many different directions. The IHMA mission today 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**
- That just about covers everything.

THE IHMA

The key benefits to IHMA members today include

- The Hologram Image Register – Highly secure database to register and check all security images.
- Tender information and Sales lead through the IHMA network.
- IHMA patent Bulletin - A monthly review of new holographic patents filed worldwide.
- Digital Archive - to find industry related information and historical data from all articles published in Holography News.
- Monthly Industry publication
- Networking via the website
- Global Industry PR and reports supporting industry activities.
- Protect and promote the interests of the hologram industry
- Demonstrate and support commitment to ethical business practices and quality products

THE FUTURE IHMA

- Has the IHMA evolved to keep pace with the industry evolution?
- If not, how does the IHMA reflect these industry changes, and evolve its role and position as an Industry Association to meet the members needs and address the key issues?
- 80% of members in security
- Several new emerging and declining markets
- Different markets have different values and needs of an association
- Can the IHMA be an association for all?
- That is the task of the IHMA board who have started a process of review and change.
- Communications with members and member feedback will be key. It is your association, and we can only guide it in the right direction with your support.
- How do we adapt and change to meet these needs for the holographic community as a whole – that is our challenge.

Thank you