

# Experience PMA Through I3A

## Visit I3A Members' Exhibit Booths



Canon U.S.A. Inc.  
E101, F101



Olympus America  
A130, A132, E120



DxO Labs  
Q166, Q168, X127, X129



Eastman Kodak Company  
E150



FotoNation®

FotoNation, Inc.  
X100, X101



FUJIFILM U.S.A., Inc.  
B100, D100, E100



HP  
P131, T146, T147



HP Marketing Corporation  
K190, K192, K194,  
K196, K200, K202



Sony Electronics Inc.  
A195, G196



Texas Instruments Inc.  
X104, X108

## I3A Special Events

### Lisa Walker, I3A President DIMA Panel Session Moderator

D65: The Evolution of Photo Sharing - What's the Next New Thing?

Wednesday, January 30, 2008  
2:30 p.m. - 3:40 p.m.

Las Vegas Convention Center, South Hall



### Digital Photo Archiving Technical Forum

Keeping Preservation Top of Mind

The forum will address:

- The State of Image Preservation
- Preservation Issues Affecting Consumers
- Metadata to the Rescue?

Come see I3A's LIVE first-of-its-kind consumer session.

Friday, February 1, 2008  
8:30 a.m. - 12:00 p.m.

Las Vegas Hilton



### 11th Annual Spotlight Reception and Prestigious Leadership Award

Join I3A for an entertaining evening of insider networking, food and drink and find out who is the 2008 winner of the prestigious Leadership Award!

Friday, February 1, 2008  
6:30 p.m. - 8:30 p.m.

Renaissance Las Vegas Hotel

Capitol Room - The Only Room in Vegas with a Guaranteed Winner!



## Hear I3A Members Speak at PMA

### D32: The Cameraphone Paradigm

Pierre Barbeau, Moblico  
Retail Imaging  
1/30/2008 • 9:00 AM - 10:10 AM  
Las Vegas Convention Center, South Hall

### D33: Optimize Your Web Search Results

Joellyn Gray, Fujifilm USA Inc  
Sales & Marketing  
1/30/2008 • 9:00 AM - 10:10 AM  
Las Vegas Convention Center, South Hall

### D54: The Hottest New Alternative Photo Products

Shaun Wilde, HP  
Exploration in Alternative Print  
Products  
1/30/2008 • 1:00 PM - 2:10 PM  
Las Vegas Convention Center, South Hall

### 505: The Art of Digital Photography and Creative Thinking - Photoshop Tips and Tricks

Julianne Kost, Adobe Systems  
1/31/2008 • 8:00 AM - 9:00 AM  
Las Vegas Convention Center, South Hall

### 507: Cameraphone Quality - Status and Future

Tony Henning, Future Image Inc.  
1/31/2008 • 8:00 AM - 9:00 AM  
Las Vegas Convention Center, South Hall

### CL4: Creative Photographic Techniques with Photoshop and Lightroom

Mike Ninness, Adobe Systems  
1/31/2008 • 2:00 PM - 3:30 PM  
Las Vegas Convention Center, South Hall

### N3: Adobe Photoshop Lightroom for Portrait Photographers

Julianne Kost, Adobe Systems  
1/31/2008 • 6:00 PM - 8:30 PM  
Las Vegas Convention Center, South Hall

### 601: Moving from Production to Promotion

Nicoletta Zongrone, Eastman Kodak  
Company  
Retail Imaging Services  
2/1/2008 • 7:00 AM - 8:00 AM  
Las Vegas Convention Center, South Hall

### E6: Educators Workshop Session

Howard Hopwood, Harman  
Technologies Ltd.  
2/1/2008 • 8:00 AM - 10:30 AM  
Las Vegas Convention Center, South Hall

### P73: Shop Talk with the Camera Experts

Bruce Arnold, Fujifilm  
Photographer Techniques  
2/1/2008 • 8:00 AM - 9:00 AM  
Renaissance Hotel, Room Rainbow  
Room

### CL5: Adobe Photoshop® CS3 Masking and Compositing for Digital Illustration

Mike Ninness, Adobe Systems  
2/1/2008 • 2:00 PM - 3:30 PM  
Las Vegas Convention Center, South Hall

### 705: Work Smart - Photoshop Tips and Tricks

Julianne Kost, Adobe Systems  
2/2/2008 • 7:00 AM - 8:00 AM  
Las Vegas Convention Center, South Hall



Where Image Is Everything!