

Images are central to the success of your business, and so is I3A

In a world of pervasive, non-stop, accelerated communication, images are the ultimate medium. They convey more rich information in an instant than any other form of communication – and they work globally without requiring translation. That's why humans have relied on images to communicate since the beginning of recorded time. Images tell stories, enable us to share experiences and preserve our history. In recent years, digital photography, camera phones, and inexpensive digital displays have made it possible to capture, share and view images with unprecedented ease and speed. Within seconds of an event occurring – whether it's a street protest in Tehran or a middle school dance recital across town – we can see it in images on blogs and social media sites such as Facebook. In this sense, images have only grown in their value and their lasting significance.

Images have also had a major positive impact on business performance and our quality of life. Images help design better products and ensure manufacturing quality. Images inform decision-making, guide medical treatment and much more. Today, with the explosive growth of social media and the proliferation of digital displays in everything from mobile phones to media players to automobiles, images play an ever-greater role in our business and personal lives.

As a result, we're all in the imaging business now. Each advancement in imaging technology has the potential to deliver a better user experience and increase ROI. That's why, no matter what your industry or market, it's never been more important to ensure the quality, portability and longevity of your images. To one degree or another, your success depends on how well you can make images work for you and your business – across media and across the globe.

That's why I3A is so vital. I3A is the global go-to organization for making images easier to create, view, work with, share, preserve, and integrate into your offerings. I3A has become the nexus of the global imaging ecosystem – bringing diverse industries and organizations together to address vital issues, establish effective standards and terminology, and develop meaningful solutions.

When you join I3A, you gain the power to connect, create, and collaborate with other leaders in solving today's imaging challenges and charting a future of opportunity. As an I3A member, you have the opportunity to focus your efforts on the areas that mean the most to you, based on the role imaging plays for you and your business, through participation on one or more of our Member-Only Interest Groups (IGs).

If you would like to learn more about the specific projects underway in each of these groups, please visit the I3A website, or get in touch with us at +1 (914) 285-4933.



I3A currently facilitates six Interest Groups, providing a wide choice of forums where members can collaborate on projects, develop standards, and generate solutions that address significant imaging issues affecting their businesses.

I3A members can elect to participate in one or more of the following I3A Interest Groups (IGs):

Mobile Imaging

Focus: image capture, sharing, usability & performance for mobile devices, including mobile apps and image sensors

Image Preservation

Focus: long-term protection, standards and consumer awareness for digital images and photo books

Digital Imaging

Focus: measurements, formats, storage media, performance, metadata, interchange & image processing standards for digital photographs

Photo Sharing

Focus: overcoming issues with compatibility, managing bandwidth, compression, quality, & streamlining uploads

Advocacy

Focus: representing the interests of the imaging community to regulatory and international trade bodies

Health Imaging

Focus: conducting market research & exploring opportunities & standards for the Health Imaging community