

**PRESS RELEASE**

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**IMI's 24<sup>th</sup> Annual Thermal Printing Conference  
Announcement & Call for Papers**

Carrabassett Valley, Maine - Information Management Institute's **24<sup>th</sup> Annual Thermal Printing Conference** is **November 18-20, 2013** at the Saguaro Scottsdale, Scottsdale (Phoenix), Arizona, USA.

Preliminary conference details and on-line registration are now available on IMI's web site [www.imiconf.com](http://www.imiconf.com)

According to IMI President, Al Keene, "For forty years, forecasters and 'experts' have predicted the demise of thermal printing at the hands of ink jet and electrophotography – BUT today's \$35 billion thermal printing industry is larger and more diversified than ever!"

Keene continues: "However, the thermal printing industry is also more volatile than ever. Current trends such as the hand held computing revolution, virtual receipts/documents, social media, smart phones, cloud computing, competitive technology advancements, etc. all combine to present both challenges and opportunities for the thermal printing industry."

"With thermal printing's strong strategic position in several market sectors (tags, tickets, labels, POS, ID cards, production photo, etc.) we are seeking the thermal printing industry's strong participation in this year's thermal printing conference to showcase the industry's strengths and potential for continued market and application expansion."

Keene concludes: "IMI is currently accepting presentation proposals. Anyone interested in participating as a conference speaker should submit their proposed presentation title and outline via email to [al@imiconf.com](mailto:al@imiconf.com) as soon as possible. We are seeking ideas and inputs on topics and speakers that will contribute to a better understanding and evaluation of thermal printing's future - particularly specific market sector insights, technology solutions, case studies or other relevant topics for the thermal printing industry."

Conference Chairman Harold Schofield of Schofield Imaging Associates emphasizes, "This year's Thermal Printing Conference will have an end use and supply chain focus to assess the thermal printing industry's current and future prospects. As a mature technology, thermal printheads and media are highly refined, distribution channels are well established and thermal printing continues to dominate its primary markets. While sometimes overlooked in mainstream printing applications, thermal printing's reliability, cost performance and unique capabilities have enabled it to retain its enduring market share while still expanding into new and exciting applications. This year's conference will provide in depth, strategic insight into all aspects of thermal printing from a supplier, channel sales and end use applications perspective. The program will offer the most comprehensive coverage of thermal printing industry trends and future prospects available."

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In summary, Keene said, "IMI's **24<sup>th</sup> Annual Thermal Printing Conference** format is designed to provide insights into the opportunities and challenges of exploiting world markets and capitalizing on the many new and exciting information, communications and media related innovations taking place in our society and economy. The program will explore ways in which smart phones, mobile computing, wireless advancements, cloud computing, etc. may mold the future usage of the unique and resilient technology known as thermal printing."

Conference registrants can also participate in IMI's unique **Suppliers' Forum** session and give a 5-minute presentation covering their technology, products, services, requirements, etc. as well as having a **complimentary display space** in the conference display area. Contact Al Keene at [IMI al@imiconf.com](mailto:al@imiconf.com) for additional information regarding these opportunities.



The Scottsdale Saguaro [www.saguaroscottsdale.com](http://www.saguaroscottsdale.com) and Phoenix area [www.visitphoenix.com](http://www.visitphoenix.com) plus the State of Arizona [www.arizonaguide.com](http://www.arizonaguide.com) provide excellent opportunities to extend conference participation into a memorable vacation experience. The Saguaro Scottsdale is situated in Old Town Scottsdale offering dining, biking, shopping, strolling, cultural venues and people watching.

#### About Information Management Institute, Inc.

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, technology development, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments impacting successful product implementations, market entry/expansion and technology utilization. Since 1990, IMI has organized over 500 programs attended by well over 40,000 technical, marketing and management personnel from companies around the world.

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