



International Imaging Industry Association (I3A) Corporate Backgrounder

Overview

I3A is the leading global imaging industry association, driving growth of and setting standards for the mobile, photographic and information imaging markets. As the industry focal point, I3A offers a framework and environment where members can quickly find resources to solve critical issues and develop market solutions. Members of I3A work together to find common ground for advancing the industry and to enable better products and services for their customers.

To encourage innovation and eliminate the long lead times usually associated with collaborative efforts, I3A has created a rapid development process for Technology Initiatives. An Initiative's three phases — Idea Formation, Investigation and Results — enable identification, exploration and development of technology ideas that lead to increased market opportunities for I3A members and enhanced products and services for consumers. (Details on current initiatives are given below.)

Through its Annual Conference, Technical Forums, Award presentations and other events held around the world, I3A broadly addresses the industry and seeks to educate, inform and serve as a two-way communications channel for all.

I3A is also an accredited Standards Developing Organization, serving as Secretariat for the International Organization for Standardization Technical Committee 42 (ISO/TC42) on Photography. (More detail on I3A technical activities can be found below.) Information about I3A can be found at www.i3a.org or by phone at 914-285-4933.

Current I3A Initiatives

CPP – Consumer Photo Preservation

www.SaveMyMemories.org, the new Web site developed by the Consumer Photo Preservation Initiative, was created and launched to educate and motivate people protect and preserve their digital photos via an easy-to-follow step-by-step approach.

CPIQ – Camera-Phone Image Quality

The Camera Phone Image Quality Initiative was formed to fulfill the industry need for standards, testing and a rating system for camera phone image quality for mobile imaging users and vendors.

I3A Specifications and Papers

CPXe – Common Picture eXchange environment

Based on an open-standard Web Services framework, CPXe Version 1.0 specifies a standard method for the global transmission of digital pictures, order and commerce information between any and all digital cameras, PCs, desktop software, Internet services, photo kiosks, digital minilabs and photofinishers. Version 2.0 adds real-time transaction logging to enable dynamic business-to-business transactions, access to storage services and support for composite products such as albums, greeting cards and calendars.

WITI – Wireless Image Transmission Initiative

A white paper providing an overview and evaluation of wireless imaging products, services and the infrastructure upon which they are critically dependent.

DIG 35

Metadata standards that enable the efficient archiving, indexing, cataloging, reviewing, and retrieving of individual images. Integrated into JPEG 2000.

DIG 2000

Initiative to assist in development of file format technology for use within the JPEG 2000 standard.

DIG IIP – Internet Imaging Protocol

IIP standards that enable the use of Flashpix, allowing color pictures to be transported quickly, clearly and economically over the Internet, plus open source tools for developers.

Flashpix

The Flashpix file format makes working with digital images fast and easy.

International Technical Activities

ISO/TC42 Technical Committee on Photography

As the Secretariat and administrator for ISO/TC42, the International Organization for Standardization Technical Committee on Photography, I3A represents the ISO experts on Worldwide Imaging Standards. Dating back to 1947, the committee originally focused on developing international standards for traditional silver halide photography and the recycling of imaging products. Today, the focus is on advanced digital imaging standards. I3A also serves as administrator of the USA Technical Advisory Group for the ISO/TC42 committee.

Image Technology Standards Committees

IT1 - Film, Paper and Plates

Focuses on the development of standards for dimensions, identification, packaging, and related specifications for photographic films, papers and plates.

IT2 – Image Evaluation

The standards developed by this committee pertain to instruments and methods for the quantitative evaluation of photographic printing and other imaging systems.

IT4 – Photochemicals and Processing

Develops standards for photographic processing supplies, equipment, and procedures.

IT9 – Physical Properties and Permanence of Imaging Materials

The scope of the committee includes development of standards and recommended practices for physical properties and permanence of imaging materials.

IT10 – Electronic Still Picture Imaging

The scope of the committee includes specifying storage media, device interfaces, and image formats for electronic still picture imaging, as well as standardizing measurement methods, performance ratings for devices and media, and definitions of technical terms.

I3A Committees and Programs

Environmental & Health Committee

Promotes the exchange of environmental health information among members, and provides review, advice, and consensus facilitation where necessary on environmental health and regulatory issues. Recent work focused on perfluorooctyl sulfonate (PFOS)/perfluoroalkyl sulfonate (PFAS) bans in the United States and Europe.

Safety Committee

Develops and disperses safety-related information and practices concerning special hazards unique to the imaging industry. The committee focuses on developing techniques for improving and monitoring the following areas:

- Compliance with health and safety regulation;
- Employee training and education;
- Identification and analysis of workplace hazards; and
- Prevention and control of workplace hazards.

The Safety Committee also issues annual safety awards to the I3A member companies with the most exemplary records in these areas over the preceding year.

U.S. & Worldwide Health Imaging Market Share Reports

I3A conducts quarterly proprietary market research surveys in the United States and worldwide on medical & industrial X-ray and other health imaging products.

ITIP -- Integrity in Transportation of Imaging Products

The Integrity in Transport of Imaging Products (ITIP) committee pursues the following goals:

- To advise authorities specifying and implementing new airport security inspection equipment and postal sanitization equipment on the effect of this equipment on imaging materials and how to protect imaging materials from damage;
- To work with the Transportation Security Administration (TSA) and airport security to assure appropriate signage is in place and hand inspections of photographic products are allowed as required in federal regulations;
- To advise I3A members and customers on what to expect and how to handle their imaging products in both the U.S. mail and airport security inspections;
- To work with the TSA and other government agencies to ensure that any revised regulations meet the needs of our imaging customers; and
- To monitor other transportation systems (i.e. shipping, trucking, customs, etc.) for implementation of security screening technologies that may harm imaging products.

I3A Organization

Leadership

Lisa Walker, President (I3A)
Jim Peyton, Director of Standards and Technology (I3A)

Board of Directors

Daryl Hunt, Director (Eastman Kodak Company)
Pierre Barbeau, Director (Moblico)
Nidhish Parikh, Director (Nokia Corporation)
Tony Rodriguez, Director (Digimarc Corporation)

Membership

Any individual or organization engaged in imaging or related industries, including manufacturers and suppliers of imaging products and materials, imaging-related software and providers of services used to deliver imaging products, software, information or applications, is welcome to join I3A.

Editorial Contacts

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