



Photo Marketing Association International

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PRESS RELEASE

PMA PHARMACY GROUP TO MEET IN SYDNEY TO CONFRONT THE DIGITAL AGE.

The **Pharmacy Group** formed within the **Photo Marketing Association's Australian Division** a year ago will meet at the **PMA's Annual Convention** in Darling Harbour, Sydney on Sunday 23rd May 2004.

This will take place alongside **Photo Imaging World**, a huge exhibition of photographic equipment and materials.

The Convention itself and the exhibition run from Friday 21st May to Sunday 23rd May, with the **DIMA (Digital Imaging Marketing Association)** convention preceding it on Thursday 20th May.

Group Chairperson **James Delahunty** states that all pharmacists should be come very much aware of the changes in the photographic world and the effect on their profitability.

Major items of interest to pharmacists with the rapid escalation to digital photography will be the **Digital Photo Kiosks**, which are appearing in ever increasing numbers in both photo shops and pharmacies and in the main, are consumer operated, thus freeing up staff to handle other business. In some cases these photo kiosks link in with point of sale registers and/or minilabs and this will also be a topic for discussion..

Other items to be mentioned will be **Cameraphones** and their current and future effect on the industry.

There will also be discussion on developing and printing services including conventional D & P in pharmacies, as obviously, many pharmacists cannot consider the expense of entering the digital world yet.



PMA is.

For 79 years, PMA has served as an international trade association for the changing needs of the expanding photo imaging industry with more than 20,000 members in 100-plus countries, headquartered in Jackson, Michigan. In addition to the United States, there are membership offices in the United Kingdom, Germany, Canada, Australia, Brazil, New Zealand, Italy, France, Czech Republic and Russia.

PMA membership is open to any firm doing a substantial portion of its business in photo imaging retailing, processing (digital and silver halide) or service work. Cooperating (Associate) memberships are held by firms that manufacture or distribute products or services for the imaging industry. PMA provides more than 100 services to its members, and holds the world's largest annual photo imaging