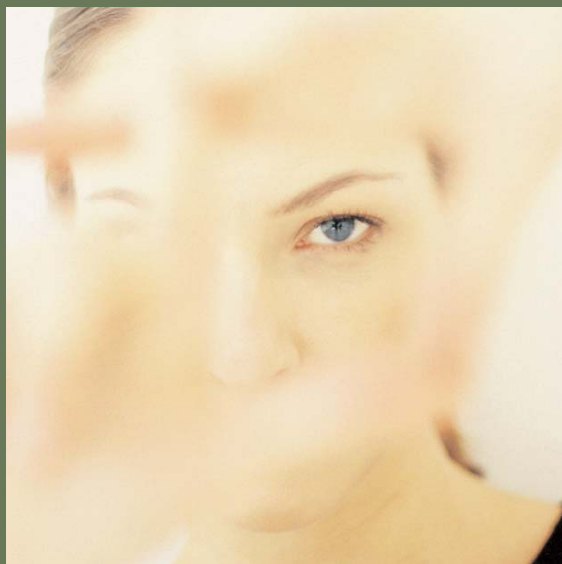


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July 14th – 17th 2005 INTEX Shanghai

Imaging Expo/ Interphoto Shanghai 2005



GfK. Growth from Knowledge

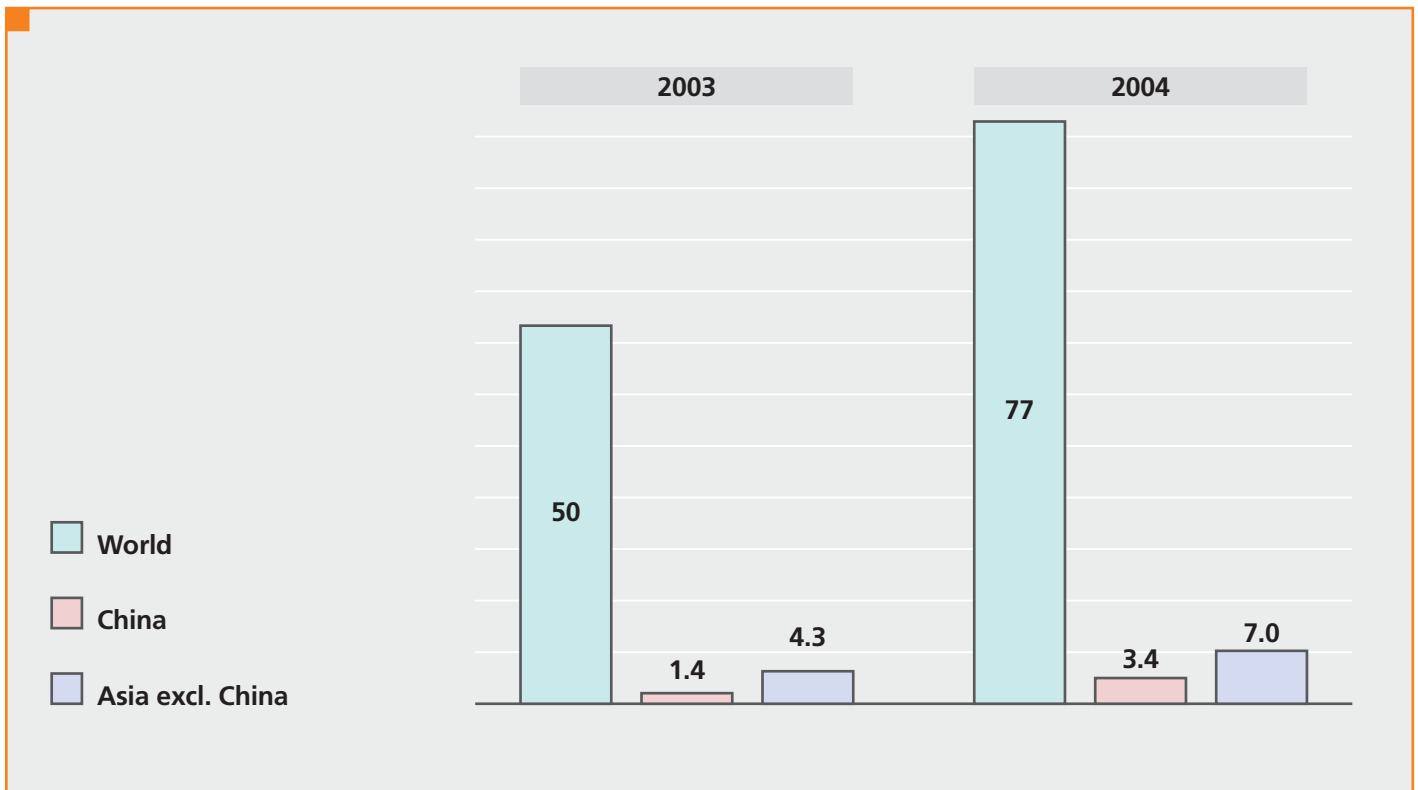
World Market Analog Still Cameras

Sales Units (Million) 2003/2004



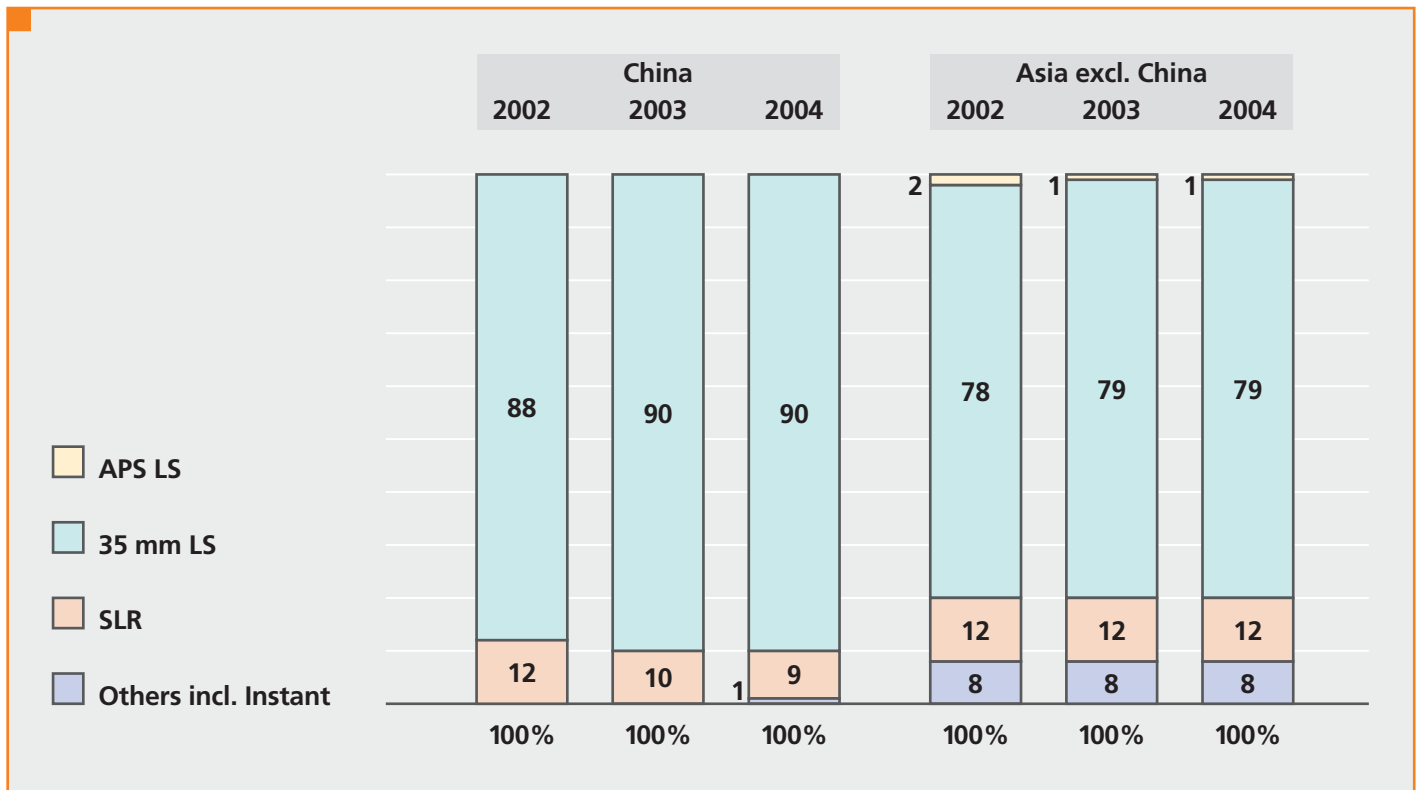
World Market Digital Still Cameras

Sales Units (Million) 2003/2004



Chinese and South East Asian Markets Analog Still Cameras

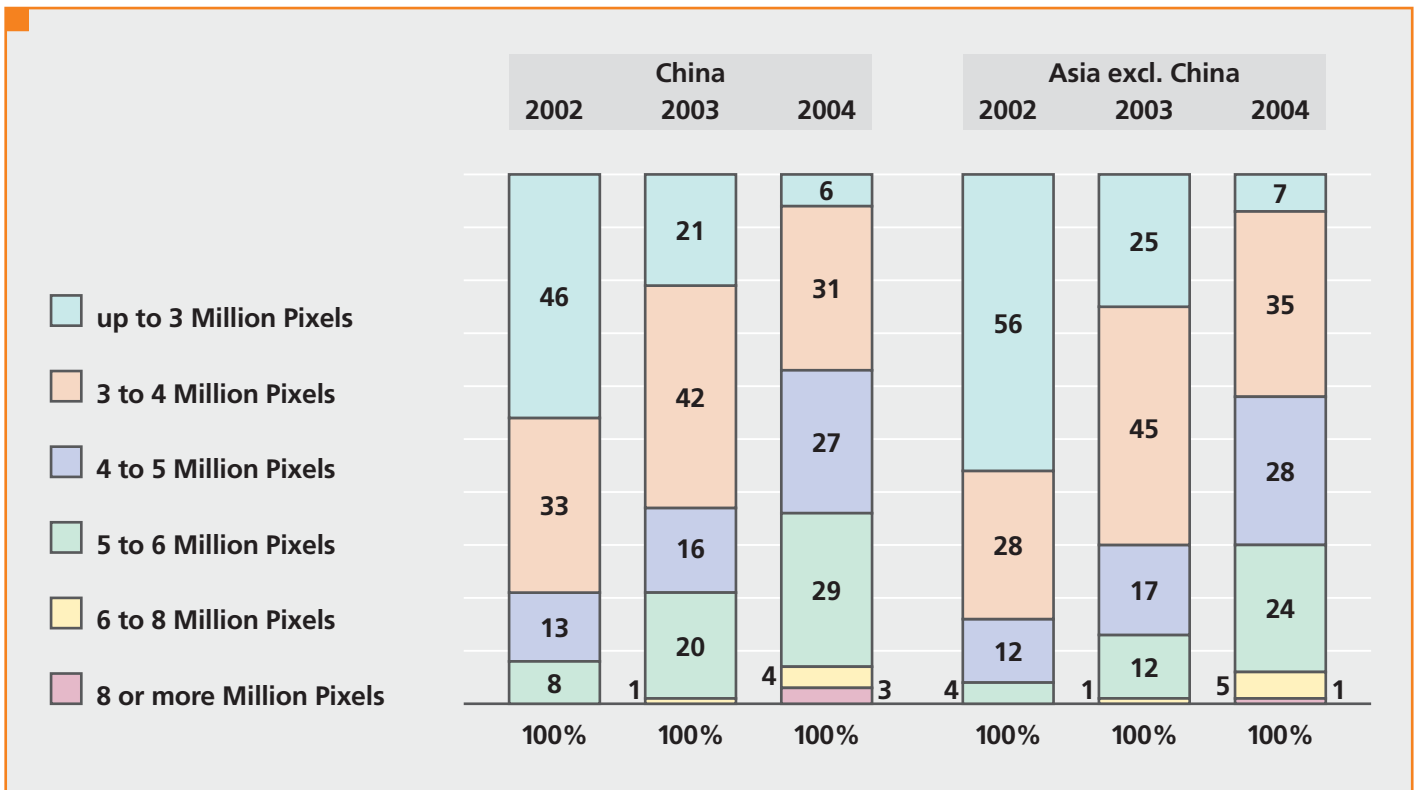
Unit Shares (%) 2002 –2004



Chinese and South East Asian Markets

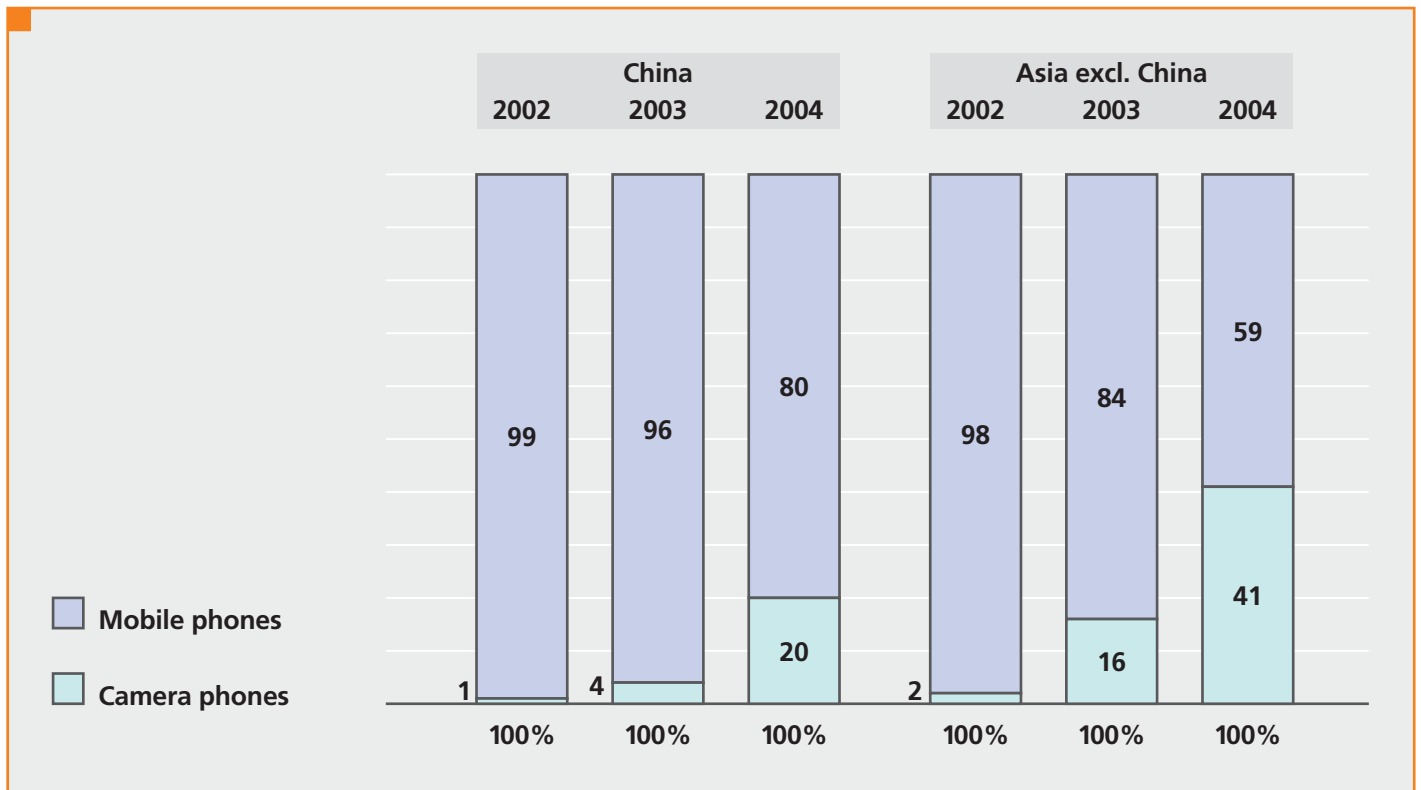
Digital Still Cameras

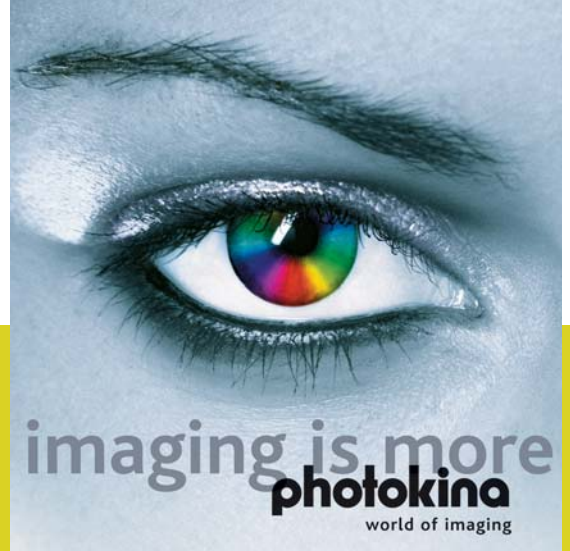
Unit Shares (%) 2002 –2004



Chinese and South East Asian Markets Mobile Phones and Camera-phones

Unit Shares (%) 2002 –2004





Advance notice

GfK, Koelnmesse and Prophoto GmbH are pleased to invite you to the

Imaging Summit 2005

December 5th and 6th 2005, Nuremberg, Germany

See you at

Photo Imaging Expo Japan 2006

March 23rd to 26th 2006, Tokyo



GfK and Koelnmesse
are pleased to invite you to the

GfK Market Briefings

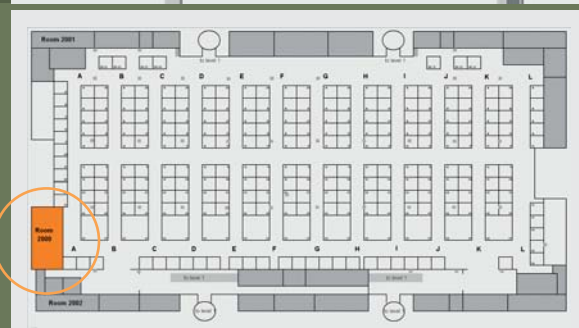
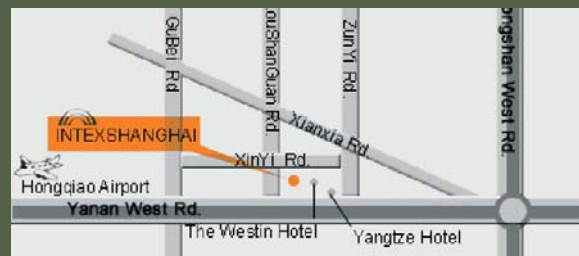
at IMAGING EXPO/INTERPHOTO SHANGHAI 2005.
Shanghai International Exhibition Center (INTEX Shanghai)

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Program on July 14th and 15th, Shanghai
International Exhibition Center
INTEX Shanghai, 2nd Floor, Room 2002

14th July – Supporting Program

- 13.00 p.m. **Imaging is More**
Key figures Worldwide for the
Imaging Market
- 14.00 p.m. **Imaging is More**
China – Already Among the World's
Top Imaging Markets?
Panel Discussion on the features of
the Chinese Imaging Market

- 15.30 p.m. **Imaging is More**
Press: Q & A

15th July – GfK Market Briefings

- 14.00 p.m. The Chinese Imaging Market
- 14.30 p.m. The European Imaging Market
- 15.00 p.m. The Asian Imaging Market
- 15.30 p.m. Break
- 15.45 p.m. The Japanese Imaging Market
- 16.15 p.m. Encodex: The Electronic Article
Catalogue