

GfK



April 10th – 13th

Beijing

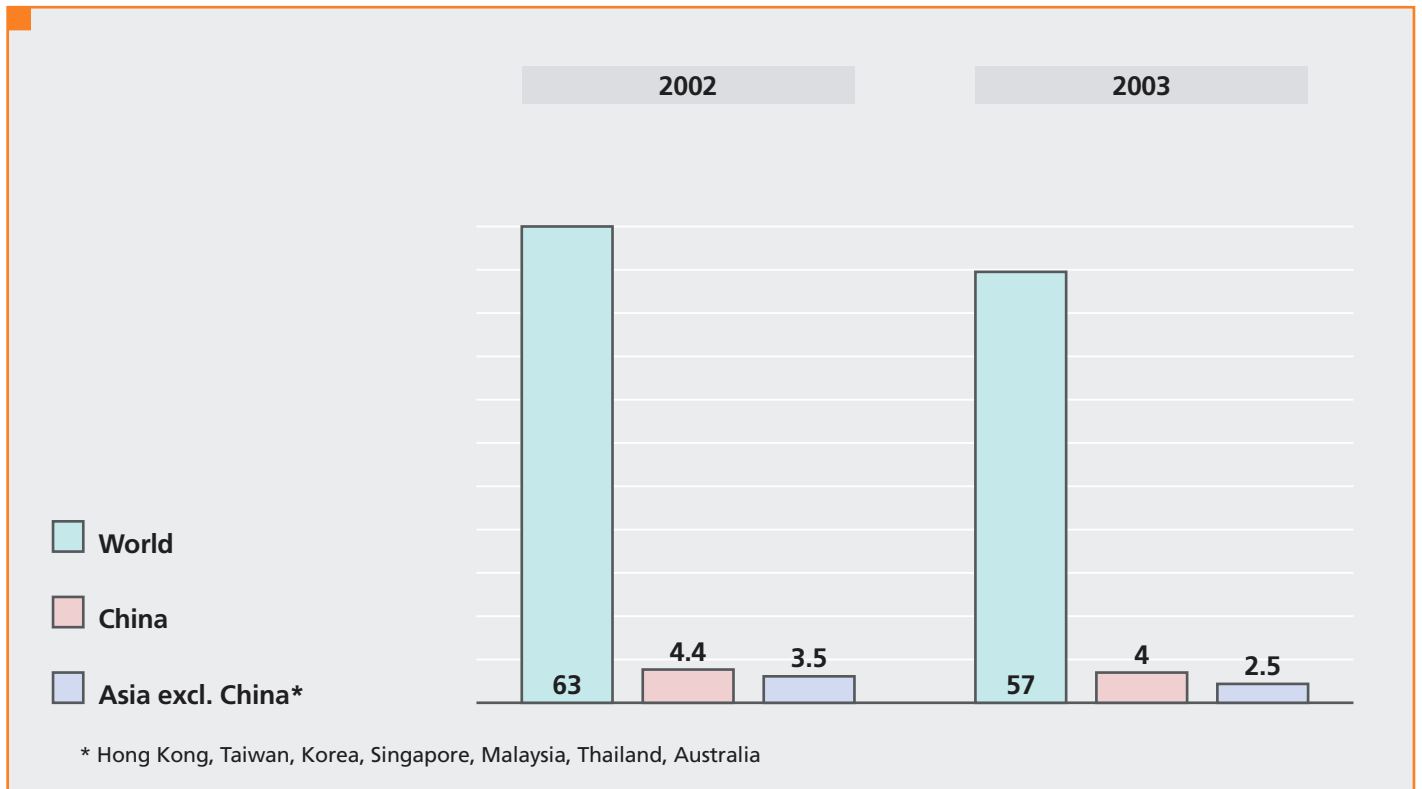
2004 Beijing Imaging Expo



GfK. Growth from Knowledge

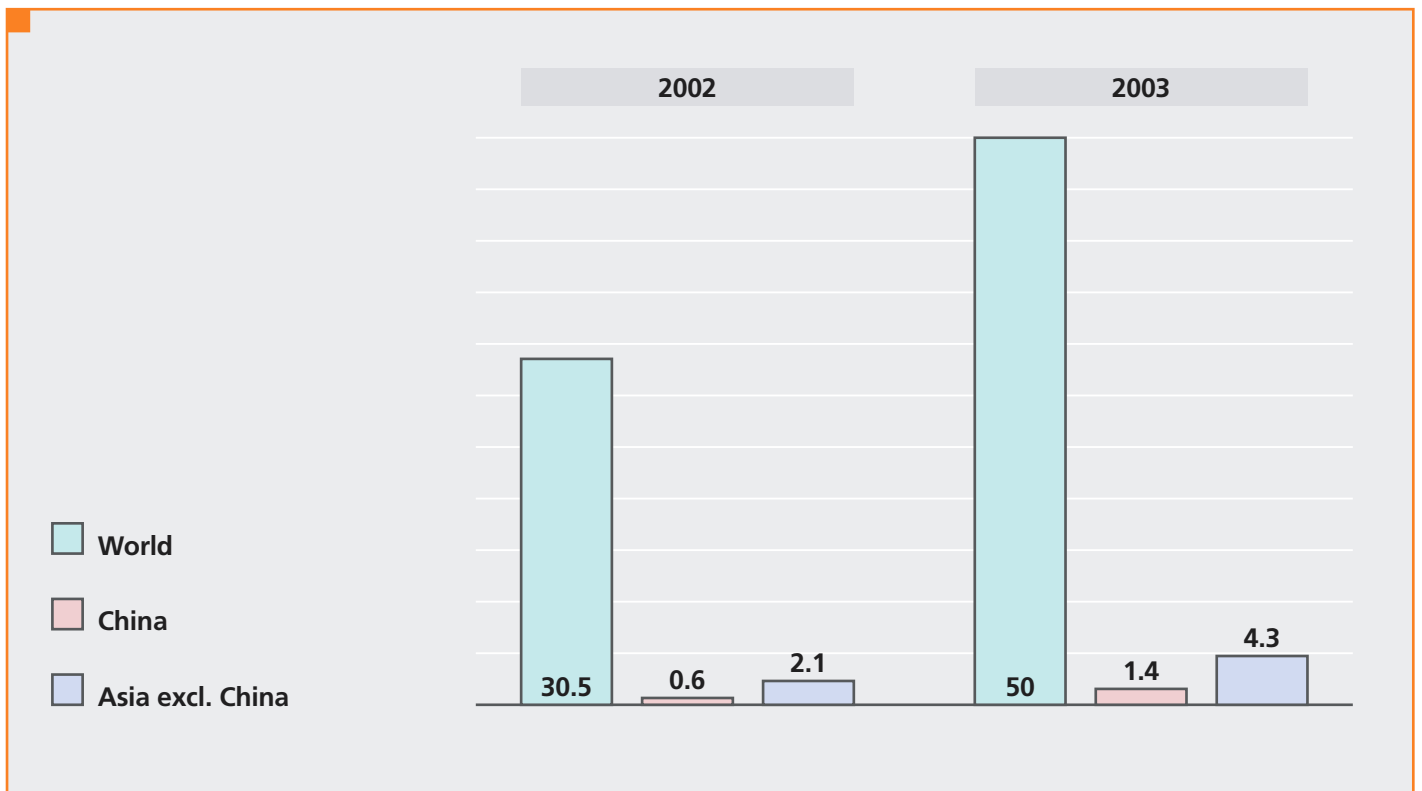
World Market Analog Still Cameras

Sales Units (Million) 2002/2003



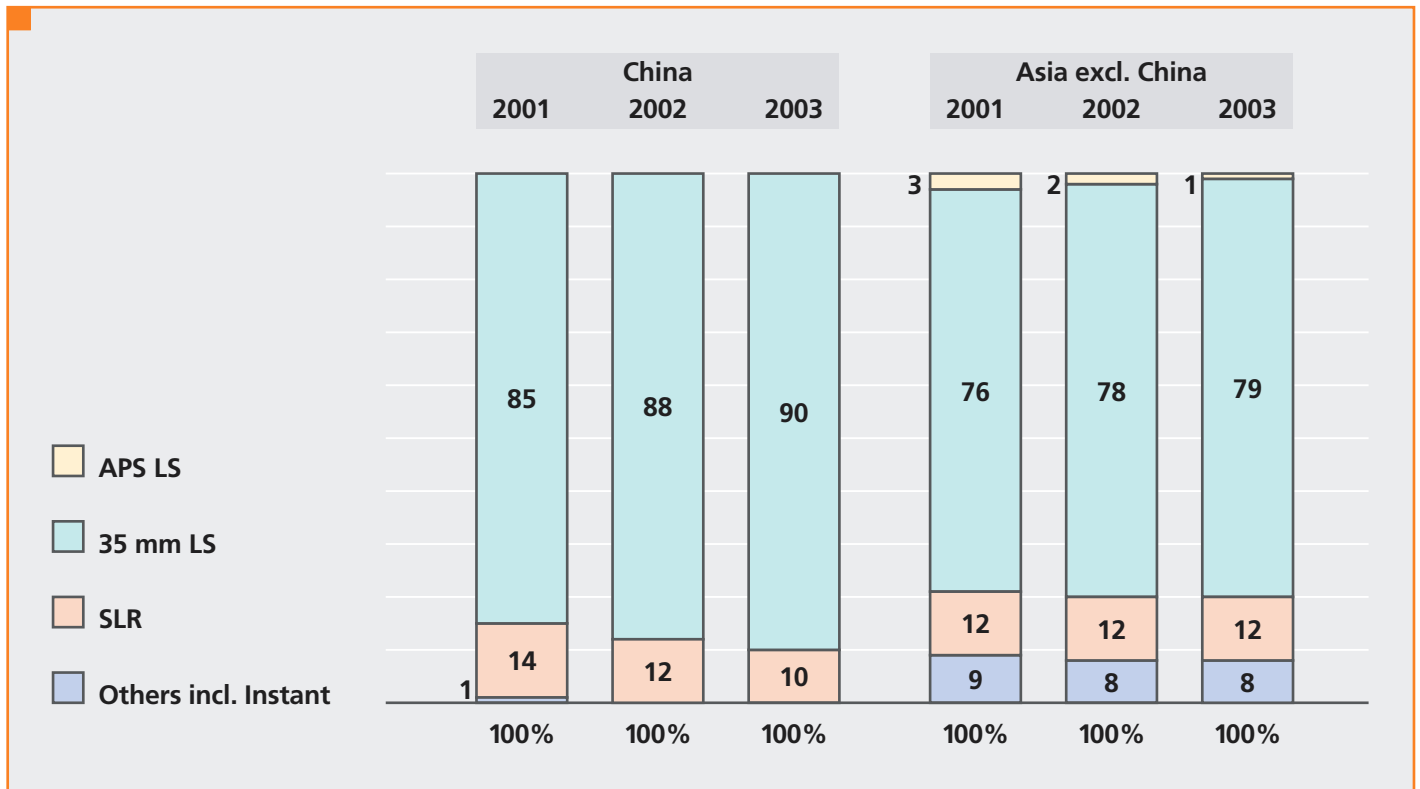
World Market ■ Digital Still Cameras

Sales Units (Million) 2002/2003



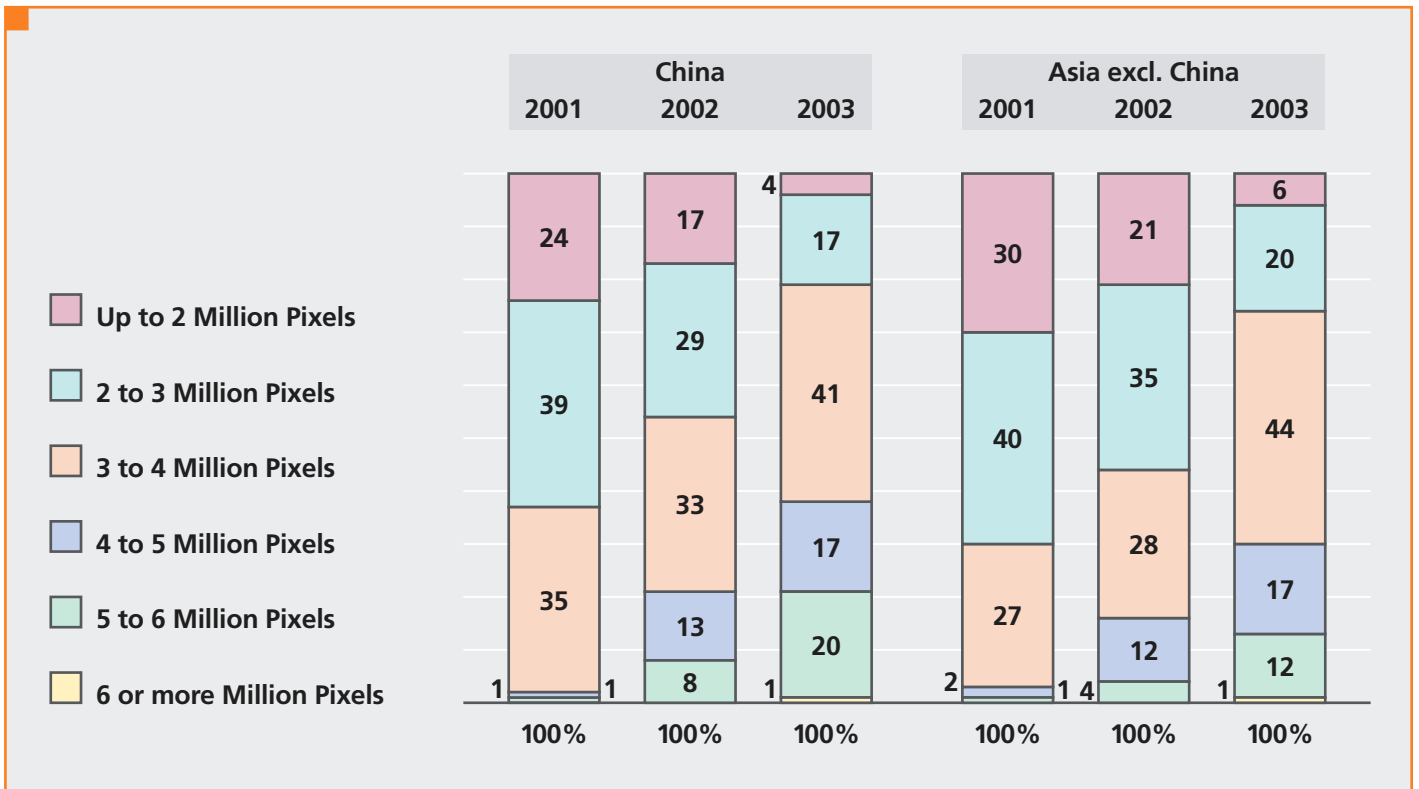
Chinese and South East Asian Markets Analog Still Cameras

Unit Shares (%) 2001 –2003



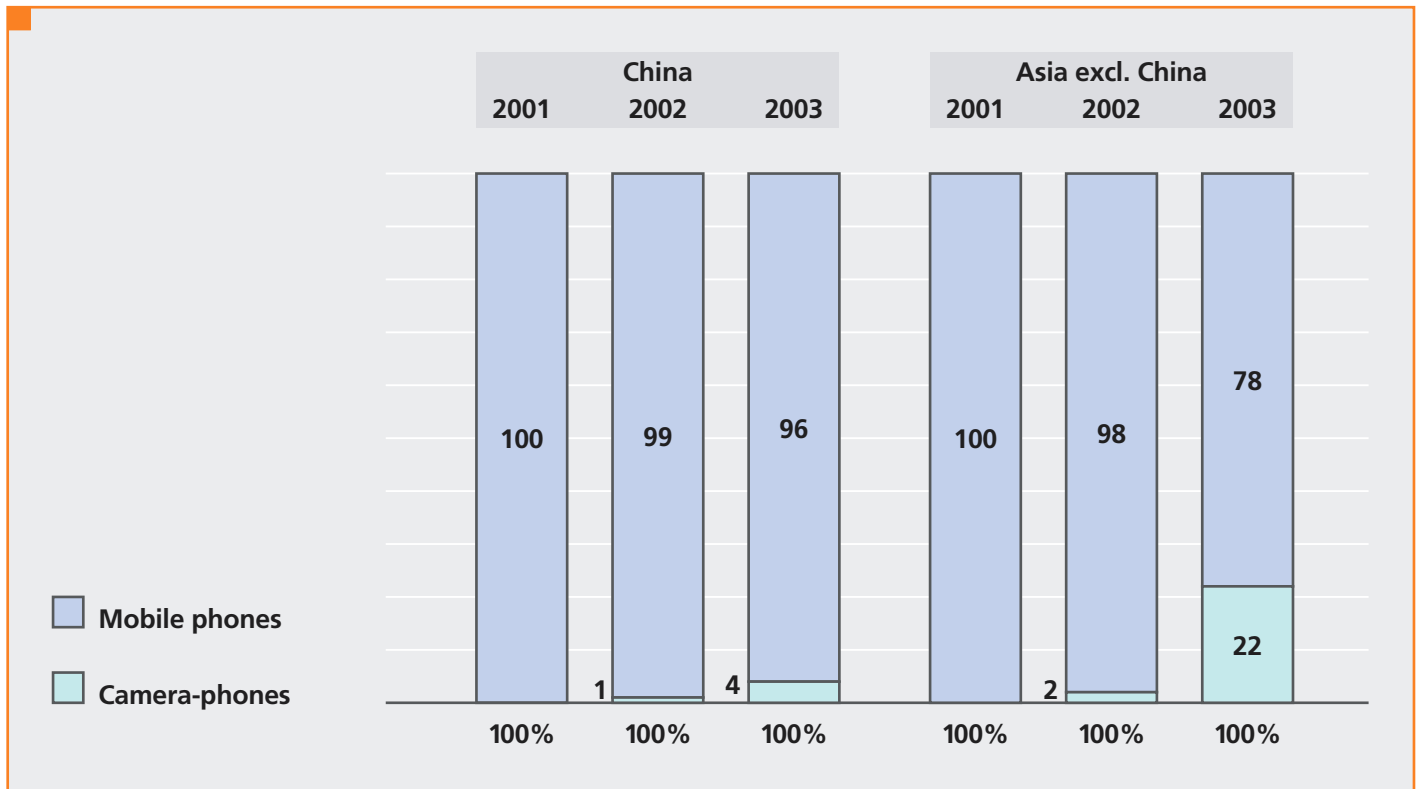
Chinese and South East Asian Markets ■ Digital Still Cameras

Unit Shares (%) 2001 –2003



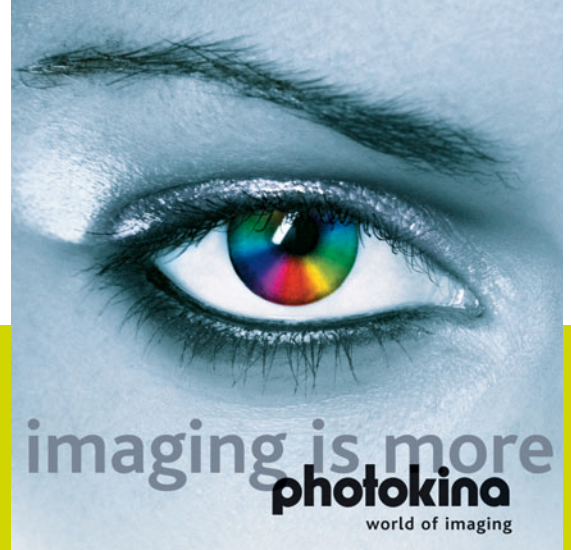
Chinese and South East Asian Markets Mobile Phones and Camera-phones

Unit Shares (%) 2001 –2003



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we energize your business



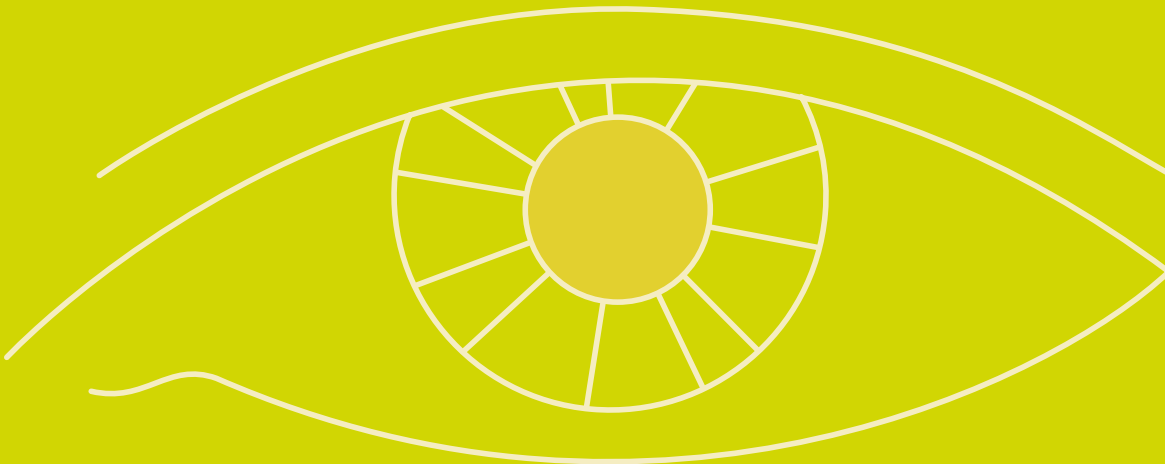
Advance notice

GfK and Prophoto GmbH are pleased to invite you to the

GfK Market Briefings at photokina 2004

September 28th – Oct 3rd 2004, Cologne, Germany

Visit GfK in the Congress Centre West



GfK and Koelnmesse
are pleased to invite you to the

GfK Market Briefings

at IMAGING EXPO Beijing in the Radisson SAS Hotel, Hall 3.
Walking distance about 5 – 10 minutes from the Exhibition Centre.

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GfK Market Briefings on April 12th, Radisson SAS Hotel, Hall 3:

- 11.00 a.m. The Worldwide Imaging Market
(Chinese Language)
- 12.00 p.m. The Chinese Imaging Market
(Chinese Language)
- 13.00 p.m. The Worldwide Imaging Market
(English Language)