

PHOTONICS

Marketing Newsletter



A monthly newsletter from Photonics Media, with marketing insights, upcoming magazine highlights, special marketing opportunities, industry events, advertising creative tips, and more.



B2B vs. B2C Marketing: Where Does Social Media Fit?

Justine Murphy, Senior Editor, justine.murphy@photonics.com

Business to business (B2B) and business to consumer (B2C) companies are relying more and more on social media to meet marketing goals. With more than two billion people active on social media worldwide, it has become a crucial tool.

For B2B companies, which sell products and services to other businesses, such as in manufacturing, social media marketing is about lead generation. Social media outlets provide a way to target specific customers — individuals and entire organizations.

[Read Article](#)

Upcoming Magazine Features

Trying to get new customers by targeting your product or service to the photonics industry? Take a peek at what our members will be reading about.

JUNE *Photonics Spectra*

• Thermal Sensing for Motion and Presence Detection

Contributor: Excelitas

There are significant advances in **IR sensing** technologies that will enable the proliferation of human-to-machine integration.

• Freeform Optics

Contributor: Christian Schindler, Carl Zeiss

Mastering the challenges of **freeform manufacturing for optic** mid- and high-performance systems is one of the major developments in the optics industry recently. Freeform surfaces enable completely new optical designs but do also call for new manufacturing solutions differing from conventional optics production.

• MOEMS

Contributor: Hank Hogan, Contributing Editor

Following the path of semiconductors and mechanical devices, **MOEMS** (micro-optoelectromechanical systems) is allowing optical systems to shrink in size and grow in capabilities. MOEMS promise to make systems cheaper and more capable, in part by carrying out image sensing and other optics-related tasks as close to the source as possible. But there is a need for further improvement and innovation, driving the requirement for more research and development.

• Optical Sensing

Contributor: Marie Freebody, Contributing Editor

The global **optical sensors** market is growing with the advancement of smart technologies, automation on the manufacturing floor and infrastructure monitoring.

• MicroLEDs

Contributor: Debbie Sniderman

MicroLEDs feature advantages over LCD displays, including lower latency, higher contrast ratio and high color saturation. This article will include an introduction to what the technology is and its history, how it compares to OLED technology and how it compares to LCDs.

SUMMER *EuroPhotonics*

• Virtual Reality

Contributor: Valerie Coffey, Contributing Editor

Today's smartphones involve OLED displays, 3D lasers, sensors and filters for facial recognition and depth sensing, as well as optical brightness sensors, zoom lenses and other camera optics. There are major strides being made toward layering **augmented reality** features over the optics in these devices, meshing the real world with **virtual functionality**.

• 3D Spectroscopy

Contributor: Thomas Juliano, TeraView Ltd.

Terahertz 3D spectroscopy is used to obtain a large amount of information about a sample. The principle behind this technique is reflection spectroscopy. The terahertz is generated and directed into a sample, then reflected by each layer/structure contained within the sample and detected. Using time-of-flight analysis, the 3D terahertz image is generated and can be analyzed to provide useful information.

• Scientific Lasers

Contributor: Marco Arrigoni, Coherent Inc.

The laser offers numerous unique advantages as a light source, and today diverse scientific applications often rely on quite different laser output characteristics. Many (but not all) **scientific lasers** are of the ultrafast type. This article will look at three different applications of ultrafast lasers — multiphoton microscopy, two-dimensional spectroscopy, and research in the ultrashort pulse domain — and we see how ongoing developments in laser sources enable better optimized performance for these specific applications.

• EPIC Insights

Contributor: Ana Gonzalez and Jose Pozo, European Photonics Industry Consortium

There are many different **fiber optic solutions** for sensing applications (e.g. measuring pressure in gas pipelines); this column will go in-depth with those solutions, discussing benefits and challenges.



81% of Photonics Spectra readers spend 30 minutes or more with each issue.

Contact your Account Manager to reach these customers.

Special Marketing Opportunities

Upcoming Webinars: Put your expertise in the spotlight and draw qualified leads with a Photonics Media webinar.

• How the Metalens Will Transform Lens Technology and Everyday Devices

Presenter: Federico Capasso, Harvard University — May 9, 1 pm EDT

• Handheld Spectrometers in 2018 and Beyond

Presenter: Richard Crocombe, Ph.D., founder and principal of Crocombe Spectroscopic Consulting — May 16, 1 pm EDT

• How to Engineer a Successful Robotic Bin-Picking Application

Presenter: Dave Bruce, FANUC America Corp. — May 23, 1 pm EDT

Contact your Account Manager to reach these new buyers.

Industry Events

Visit the Photonics Media booth at upcoming industry events to get the latest issues of our magazines and start or renew your **FREE** subscriptions. Are you exhibiting at these events? Make the most of your trade show investment with our preshow marketing opportunities!

• **The Vision Show 2018, Boston:** April 10-12, Booth 1202; Preview our Machine Vision and Optical Fabrication compilations and The New Collar Workforce, and enter to win copies! And don't forget to ask how you can get a free t-shirt.

• **Defense + Commercial Sensing 2018, Orlando, Fla.:** April 17-19, Booth 1422; Enter to win a DESTEK V4 Virtual Reality Headset and a \$50 Amazon Gift Card! And don't forget to ask how you can get a free t-shirt.

The latest issues of Photonics Media publications will also be available at these April trade shows:

- Photonics Europe, Image Sensors Automotive, OPIE (*Photonics Spectra*)
- ASLMS Annual Meeting, BIOMEDevice New England (*BioPhotonics*)
- Photonics Europe, Image Sensors Automotive, OPIE (*EuroPhotonics*)
- Design & Manufacturing New England, RAPID + TCT, CONTROL (*Industrial Photonics*)

Design Lab Tips

Your monthly marketing and creative tips from our experienced editors and skilled designers.



Assuring Effective Ads

Don't let your web ad be rejected! Make sure to follow the file-size specs and animation length of the ad servers you are using. Photonics Media servers have a limit of 15 sec of animation for web ads and a 150 kb file size.

Often, web ad developers will try to work the ads to have 5 seconds of animation that is looped three times. When the ad is finished animating, it must end on the most important part of the animation — the last frame — as it will remain static on that image for the remainder of the user's time on that webpage.

It's also important to be aware that most email clients do not display animation, whether it is a .gif or animated via HTML5; also, only the first frame will load and be shown since the animation won't play. Your ad could lose valuable run time by ignoring these rules, so it's best to talk with us before submitting ads for placement.

Visit Photonics.com/DesignLab to see how we can help you stand head and shoulders above the competition.

PHOTONICS MEDIA

For more marketing insights, visit the **Photonics Media Advertising Hub** — your guide to a successful marketing program in the photonics industry. You'll find all the tools you need to build your brand, drive traffic to your website, generate leads and grow sales.