

February 28 – March 1, 2018 • Congress Centre East, Koelnmesse

BUSINESS FORUM IMAGING

COLOGNE

Trends • Innovations • Networking

presented by **photokina**
IMAGING UNLIMITED

“Creating new realities”

Register now!

The photokina congress for your imaging business

How to benefit from growth in imaging

With the new theme “Creating new realities”, photokina takes up the expansion of the imaging market at the Business Forum Imaging Cologne 2018, which takes place on February 28 and March 1, 2018 at the Congress Centre East of the Koelnmesse Exhibition Center. In fact, the dynamic development of digital imaging technologies enables new applications that go far beyond capturing memories and documenting reality. Find out from top-class experts and independent analysts how specialty retailers, imaging service providers, professional photographers, video producers and manufacturers can benefit from exciting innovations and trends.

International conference: The first day is about the opportunities offered by new technologies in the digital society. Learn how the combination of sound and images creates new realities, how consumers can turn their memories into physical picture products from virtually anywhere, how to engage young consumers for printing of images and photo gifts at retail, and what virtual reality (VR) can do for the industry.

On the second day, the focus is again on the day-to-day business in the photo and imaging trade and service. It is about nothing less than the reinvention of brick-and-mortar retailing, opportunities for local retailers to leverage the Internet as a sales and marketing instrument, the megatrend personalization and what it offers for retailers and service providers, and how Augmented Reality (AR) is changing the world of consumers.

All speeches will be delivered in English or German with appropriate simultaneous translation.

Sponsor presentations: Meet the Gold and Silver sponsors of the event in the networking zone in the lobby of the Congress Centre East of Koelnmesse to see their latest imaging products and services.

Networking: On February 28, photokina will host an evening event with great food and drinks plus ample opportunities for informal meetings and discussions between visitors, sponsors and speakers.

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Day one – Wednesday, February 28, 2018



Martin & Giorgio Koppehele, CEOs Magic Horizons

Creating new realities

As the founders, producers and songwriters of Avenue Music, the Koppehele brothers work with and for internationally renowned artists such as Plácido Domingo, Alan Parsons, Midge Ure, Boy George, Martyn Ware and many others, always taking advantage of the latest technologies to produce more immersive experiences. With their latest project, Magic Horizons, they are taking Virtual Reality (VR) beyond its mostly horror- and action-focused applications in the gaming industry to create outstanding positive content for broad audiences. Combining immersive sound with Computer Generated Imagery (CGI), they take the customers to fantastic places for leaving behind their often stressful, exhausting everyday lives. In a stunning presentation, Giorgio and Martin Koppehele will show fascinating examples of VR content for a better life, will talk about the technical requirements and, last but not least, will outline the business potential of VR for professional photographers and all creators of visual content.



Ralph Naruhn, CEO, di support

Say Hello to the future!

Turning the flood of digital images into sales has been a major challenge for the photo and imaging industry. Ralph Naruhn responds to this challenge with a world premiere: He unveils a revolutionary new concept how to create picture products on smartphones almost anywhere in the world and have them produced instantly in the shop. Complementing the new hard- and software, di support has also developed a new range of „young“ picture products and a new brand to address millennials. All participants of the Business Forum can experience on site, how fast and easy it works.



Mathieu Peeters, Director B2B Marketing & Sales Excellence, Canon Germany

The digital transformation: See the bigger picture

The digital economy is not a utopia, but a reality. As the world's leading provider of digital imaging solutions, Canon is positioning itself as a driving force and co-designer of the digital transformation. The company not only offers a comprehensive digital product portfolio, but also advises and accompanies its customers and partners on their way through the change processes, showing ways to leverage the power of images as an opportunity for entrepreneurs to drive growth.



Beate Diga, Lead Imaging Central Europe, GfK Retail and Technology

The market reality – imaging bestseller and trendsetter

The latest sales figures of the imaging market reflect the variety of the hardware offerings. Beate Diga shows which products are particularly well received by consumers and which ones are not, explains the sales opportunities for the specialist retailers through the demand for high-quality products, and shows how trendy categories, for example VR devices, panoramic cameras and multicopters are becoming increasingly important. The presentation is not just about numbers, but also about how consumers are already experiencing the imaging innovations.



Kyran O'Kelly, General Manager, Fujifilm Ireland

A new concept to inspire photo printing

With its instax instant cameras, Fujifilm has inspired the young generation for physical pictures. Now, the company leverages this success to promote the printing business in all product groups (prints, books, wall decoration, etc.) with the innovative Square Printing concept. Kyron O'Kelly shows how to win over consumers for photo printing und picture products, highlights the role of social media and explains how retailers in many European countries can benefit from this comprehensive solution.



Hans Hartman, President, Suite 48 Analytics

On stage: Ideas for new realities

In the fourth year of his popular Show & Tell session at the Business Forum Imaging Cologne, Hans Hartman, President of Suite 48 Analytics and organizer of the Visual 1st (previously Mobile Photo Connect) conference in San Francisco, goes beyond photo and video apps. In the enlightening, entertaining and fast-paced session, also start-up founders and entrepreneurs will be on stage to present their new ideas for the photo and imaging business before facing the probing questions of Hans Hartman.



Helena Babic, Head of Marketing DACH & PR EAMER, Kodak Moments Division, Kodak Alaris

Revitalization of a legacy brand in the digital reality

In the analog world, a brand like Kodak was a powerful instrument to guide customers. The digital transformation has fundamentally changed this pattern: Today, it is more and more the customers who lead a brand and determine its image in public through interactions in digital media and social networks. Helena Babic shows how a manufacturer can leverage this technological and social changes by radically rethinking customer relationships and turning digital consumers into proactive co-workers of the brand.



Frank Mischkowski, CEO, rtfm

The new reality of PR 3.0

In addressing customers, manufacturers and retailers must adapt to the new realities of the digital world. From his role as a PR professional, Frank Mischkowski, Founder and CEO of the rtfm agency, knows the challenge of reaching consumers via digital media very precisely. He will outline the role of influencers and bloggers as multipliers for a product or brand message, explain how to use viral effects efficiently, and show which digital media are best suited to reach the goals of PR in a digital reality.

Day two – Thursday, March 1, 2018



Prof. Dr. Gerrit Heinemann, University of Applied Sciences Niederrhein

The reinvention of brick-and-mortar retail

As head of the eWeb Research Center of the University of Applied Sciences Niederrhein and Professor of Economics with a focus on management theory and trade, Gerrit Heinemann intensively researches the effects of digitization on the retail landscape. Despite the dominance of Amazon & Co., he sees a future for local retailers – if they focus on innovative concepts and embrace the digital reality. In his speech, the author of the book "Reinventing brick-and-mortar retail" shows how retailers can use the principles of online shopping to get closer to their customers and actively attract them to their shops.

Day two – Thursday, March 1, 2018



Paul Adriaans, Executive Vice President Europe, RPI

Creating personalized realities

In the digital reality of changing consumer behavior, rapidly developing of technology and increasing importance of social media, personalization of products and services has become a big trend and a big opportunity. To create new business models, entrepreneurs have to continuously rethink their strategy and adapt to the new reality. As a specialized provider of personalized print services for businesses around the world, RPI has developed a culture that enables customers to enter new markets by offering personalized photo merchandise under their own brand.



Hans Hartman, President, Suite 48 Analytics

Augmented Reality is changing forever how consumers experience the world

Consumer AR apps are no longer a promise for the future, waiting to be developed when the ideal AR hardware is ready for mass adoption. Based on his company's brand-new Consumer AR App Trends study, Hans Hartman will show there is no lack of innovative apps that drive consumer AR adoption, whether these are shopping apps that visualize how a photo wall decoration would look in our living room or apps that enable playback of enticing videos right on our child's favorite storybook pages. But what does it mean for various players in the imaging ecosystem? How could they not only benefit from AR but drive the AR market forward?



Marion Duchesne, CEO, Mediaclip

The power of merchandising

Changing the centre of gravity of an imaging service business from production to marketing can positively affect its bottom line. During this session, Marion Duchesne, CEO of the imaging software specialist, Mediaclip, based in Montreal, Canada, will highlight the power of merchandising by illustrating some best practices in terms of products selection, shopping experience, brand interaction with users through social media and other ideas that can help increasing the profit in the imaging service business.



Roman Heibold, Founder and CEO, atalanda

Buy and sell locally on the Internet

In the competition with aggressive online vendors, owner-managed specialty shops need creative solutions to give customers good reasons to shop locally. atalanda has created an innovative platform where retailers in a city can jointly present their shops and their offerings on the Internet. Customers have the option of shopping in the store, ordering their goods online and have them – often on the same day – delivered or pick them up themselves. For online purchases, atalanda handles the entire process and logistics – nationwide. Currently, more than 6 million different articles are available from retailers in more than a dozen towns in Germany and some in Switzerland. Roman Heibold presents an interesting solution that will enable even small shops to quickly get to grips with digital reality.



Don Franz, Publisher, Photo Imaging News

The multi-billion Dollar photo printing business

Digital printing technologies have significantly expanded the product offerings of imaging service providers. Streams of new, high-value, margin-rich personalized products are available from digital printers in all major global markets. Looking at both the consumer and professional segments, Don Franz, industry analyst and co-organizer of the Business Forum Imaging Cologne, will present the latest statistics from major international markets, show that retailers generate a big part of their profits from printing services, and explain how the changing consumer behavior creates significant growth opportunities for the imaging industry.

Please submit this form to Fax: +49 221 821-3995, Attn. Barbara Klomps, e-mail: bfi@photokina.de

Registration form

1. Full registration · Two days, Feb. 28 & March 1, 2018

- Regular fee **850.00 EUR**
 Discounted fee **650.00 EUR**

2. One-day registration · February 28, 2018
(including evening event)

- Regular fee **500.00 EUR**
 Discounted fee **375.00 EUR**

3. One-day registration · March 1, 2018
(including evening event on February 28, 2018)

- Regular fee **500.00 EUR**
 Discounted fee **375.00 EUR**

4. One-day registration · March 1, 2018

- Regular fee **400.00 EUR**
 Discounted fee **275.00 EUR**

German VAT at 19 % will be added to all registrations.
If you are based in the EU, you may be able to recover this,
so please enter your VAT number in the form and it will be
included on the invoice sent to you.

VAT number (for invoicing companies based in the EU):

Please complete the name and address information below for the person to whom all registration confirmations should be sent.

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Company: _____

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Signature: _____

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Card Number: _____ Expir. Date: _____

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Registration includes: Attendance to all conferences and sponsoring presentations, coffee breaks and lunches, evening event on February 28, 2018 (except one-day registration March 1, 2018) and files of the presentations (depending on speaker's approval). Hotel reservations and charges are the responsibility of each conference registrant.

Discount policy: The discounted prices apply for photokina 2016/2018 main exhibitors, members of Photoindustrie-Verband, GfK customers (requires a member/customer code), multiple registrants from the same company.

Media registration: A limited number of registrations are available for authorized media representatives at no charge. For details, please contact bfi@photokina.de.

Booking policy: Cancellations will not be accepted. Substitutions may be made at any time.

Hotel booking form

The organizers have reserved a limited number of rooms in three hotels within walking distance of the Koelnmesse Congress Centre East, Cologne. Reservations will be dealt with in the order of their arrival. There can be no legal claim to a reservation once allocations have been exhausted.

- Radisson Blu Hotel ★★★★★ Superior**
Messe Kreisel 3, 50679 Cologne
Single room incl. breakfast: **130.00 EUR/night**
(incl. currently applicable VAT)

- Ibis Köln City Messe Arena ★★★**
Brügelmannstr. 1, 50679 Cologne
Single room incl. breakfast: 27.02.-01.03.2018
90.00 EUR*/night
*(79.00 EUR plus 11.00 EUR breakfast/person)
Single room incl. breakfast: 01.03. – 02.03.2018
83.00 EUR*/night
*(72.00 EUR plus 11.00 EUR breakfast/person)

Please book immediately – limited availability!

Please forward my hotel registration:

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For a confirmed hotel reservation, credit card payment and a valid e-mail address is required.

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Book further hotels simply and fast at: www.bfi-photokina.com → **Travel and accommodation** → **Overnight stay**

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Wednesday, February 28, 2018

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 9:45 a.m.	Opening remarks
9:45 – 10:30 a.m.	Martin & Giorgio Koppehele , CEOs Magic Creating new realities
10:30 – 11:15 a.m.	Ralph Naruhn , CEO, di support Say Hello to the future!
11:15 – 11:45 a.m.	Coffee break / Sponsor presentation
11:45 – 12:30 p.m.	Mathieu Peeters , Director B2B Marketing & Sales Excellence, Canon Germany The digital transformation: See the bigger picture
12:30 – 1:15 p.m.	Beate Diga , Lead Imaging Central Europe, GfK Retail and Technology The market reality – imaging bestseller and trendsetter
1:15 – 2:15 p.m.	Lunch break / Sponsor presentation
2:15 – 3:00 p.m.	Kyran O'Kelly , General Manager, Fujifilm, Ireland A new concept to inspire photo printing
3:00 – 3:45 p.m.	Hans Hartman , President, Suite 48 Analytics On stage: Ideas for new realities
3:45 – 4:15 p.m.	Coffee break / Sponsor presentation
4:15 – 5:00 p.m.	Helena Babic , Head of Marketing DACH & PR EAMER, Kodak Moments Division, Kodak Alaris Revitalization of a legacy brand in the digital reality
5:00 – 5:45 p.m.	Frank Mischkowski , CEO, rtfm The new reality of PR 3.0
6:30 p.m. – midnight	Evening event

Thursday, March 1, 2018

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 9:35 a.m.	Opening remarks
9:35 – 10:15 a.m.	Keynote: Prof. Dr. Gerrit Heinemann , University of Applied Sciences Niederrhein The reinvention of brick-and-mortar retail
10:15 – 11:00 a.m.	Paul Adriaans , Executive Vice President Europe, RPI Creating personalized realities
11:00 – 11:30 a.m.	Coffee break / Sponsor presentation
11:30 – 12:15 p.m.	Hans Hartman , President, Suite 48 Analytics Augmented Reality is changing forever how consumers experience the world
12:15 – 1:00 p.m.	Marion Duchesne , CEO, Mediaclip The power of merchandising
1:00 – 2:00 p.m.	Lunch break / Sponsor presentation
2:00 – 2:45 p.m.	Roman Heibold , Founder and CEO, atalanda Buy and sell locally on the Internet
2:45 – 3:30 p.m.	Don Franz , Publisher, Photo Imaging News The multi-billion Dollar photo printing business
3:45 – 4:00 p.m.	Closing remarks
4:00 – 4:30 p.m.	Coffee served / Sponsor presentation

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