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#photokina #imagingunlimited

photokina 2018: the world's leading trade fair for photo, video and imaging is repositioning itself

photokina will take place annually as of 2018. It will in future thus optimally reflect the fast-paced nature and the ever briefer innovation cycles of an increasingly digitalised industry. As of 2019 the trade fair will also have a new date in May. In addition to innovations from the core areas of the imaging workflow, the entire range of products, applications and services of relevance for imaging shall in future be presented in Cologne. With these changes, the transformation process begun in 2016 shall be consistently continued: under the umbrella of "Imaging Unlimited", photokina last year inspired both exhibitors and visitors and accessed new target groups for the industry.

"The digital transformation of the imaging industry is advancing, and thus opening up new perspectives and value creation potential. The new date and the annual cycle should in future make photokina even more attractive to all providers of the imaging ecosystem. In this way, we show the specialised trade, the media and our users an even broader bandwidth of state-of-the-art products, applications and services in Cologne which especially suits the young imaging culture," Rainer Führes, chairman of the board of the photography industry association (PIV) is pleased to state.

The imaging ecosystem today also includes, in addition to the core areas from the imaging workflow, trend areas like virtual and augmented reality, cloud computing, as well as image recognition and holography. The growing flood of images and videos must be processed and administered, so that archiving and content management, social media and communities are coming increasingly into focus. Apps and software solutions have become indispensable both for professional use and for the end consumer. Smart home applications and computer-generated imaging are once again increasing in importance. photokina should in future serve as an important international innovation platform.

Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, has a positive perspective on the future of the trade fair: "photokina 2016 has shown us that this traditional brand in our portfolio has lost nothing of its attraction worldwide and in the region. The new concept has been a complete success. photokina has continued to develop further over time, as have the products, services and the market environment presented there. Now we are taking the next logical step by offering a digitally powered product environment an attractive annual platform for presenting



photokina
26.09.-29.09.2018
www.photokina.com

Your contact:

Judith Mader

Tel.

+49 221 821-2486

Fax

+49 221 821-3544

E-mail

j.mader@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

info@koelnmesse.de

www.koelnmesse.de

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

the latest innovations and for entering into discussion with traders, specialist users and end customers."

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For the 2018 event, only the series of days is changing: it will take place from Wednesday, 26.09. to Saturday, 29.09, and thus enables a more compact, more intensive trade fair experience.

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New cycle, new series of days, new date, new themes: photokina is repositioning itself for the future. In addition to innovations from the core areas of the imaging workflow, the entire range of products, applications and services of relevance for imaging shall in future be presented in Cologne. As of 2019, photokina will take place annually in May. Only the trade fair duration is changing in 2018: it takes place from 26-29.09.2018. We look forward to four intensive days of "Imaging Unlimited"!

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New cycle, new series of days, new date, new themes: photokina is repositioning itself for the future. Find out more here: www.photokina.com/photokina2018plus

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Your contact:

Judith Mader
Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2486

Fax +49 221 821-3544

j.mader@koelnmesse.de

www.koelnmesse.com