

digi:media 2011 – Press Release No. 5, November 2010

**digi:media 2011 with comprehensive programme for specialists:
More than 14 conventions, workshops and other highlights
reflecting the workflow**

Products and services for a broad range of target groups.

Visitors to digi:media 2011 can expect a widely diversified programme. Whether it's print service providers, creative agencies, advertising agencies, address marketing firms or general marketing companies, each of the target groups will find their "own" event at the digi:media première in Düsseldorf from 7 to 9 April 2011. At the present moment (end of November 2010), digi:media is planning to hold more than 14 different events: conventions, workshops, conferences, presentations of awards, theme parks and special exhibitions. Negotiations are still in process with a number of potential partners, but are likely to conclude by the end of this years.

This comprehensive programme of events will map the entire workflow. It owes its existence to a far-reaching network of strategic partnerships concluded by Messe Düsseldorf with the relevant industry associations, publishing companies and industry initiatives for the benefit of the entire communications and publishing industry. Ralph Scholz, account manager at Messe Düsseldorf, underlines this strategic approach: "It was especially important for us to ensure the conceptual – and thus early – involvement of the various groups of potential visitors at digi:media. It helps us guarantee to our exhibitors that their customers will actually be coming to the trade fair. This, in turn, has reinforced the acceptance and credibility of digi:media in the supplier industry."

Die Fachmesse für
commercial publishing
& digital printing

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07.-09. April 2011
Düsseldorf, Germany



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Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Media Mundo: 3rd Convention for Sustainable Media Production

Working in cooperation with Messe Düsseldorf and numerous partners and NGOs from the industry, the Professional Association of Media Producers is holding the 3rd Media Mundo for Sustainable Media Production. Here are the thematic highlights of this one-and-a-half day convention:

- Media Mundo – from climate protection to sustainability: an overview of the Media Mundo action framework with six dimensions of sustainability, based on GRI guidelines
- Energy and energy efficiency: energy as an important key factor in sustainable media production
- Water footprint: development from forestry certification to water footprint
- Climate protection: international development of carbon management

Other aspects treated here will include paper (Media Mundo recommendations of paper), sustainable procurement (Green Procurement) and conceptual thoughtlessness in dialogue marketing.

A detailed programme, a ticketing service for visitors and information about sponsorship options can be found at: www.mediamundo.info.

Media Production and Media Communication

GWA, the German Association of Communications Agencies, will be holding the GWA Media Production Conference at digi:media on 7 April 2011, with the presentation of the GWA Production Award. The conference will include a range of keynote talks, workshops and visits to selected stands, with the aim of showing the benefit of digital cross-media production for brand communication and of delivering incentives on innovating media production. On the evening of 7 April 2011, the 7th GWA Production Award will be presented at a ceremony for the best analogue and digital media productions. For the first time awards will also be given for innovative ideas and for the efficient production and sustainability of media output. For further details see www.gwa.de.



Participation requirements for the GWA Production Award 2011 can be downloaded at www.gwa.de/awards-events/gwa-production-award/gwa-production-award-2011/.

kressköpfe live at digi:media 2011

Media and advertising managers will meet at *kressköpfe live* in the afternoon of 7 April 2011 – a well-known event in Germany’s media industry. *kressköpfe* is the directory of the Kress Media Service (www.kress.de), one of the most frequently visited German trade info sites for media, advertising and marketing on the web. Innovative cross-media strategies, ideas and models will be presented in an exclusive format at digi:media. The event at the trade fair provides an opportunity for a high-level exchange in a community where networking is largely digital in character.

Making Apps and Showing Apps

The digi:media programme starts slightly earlier, on 6 April, under the motto “Showing Apps”. The organisers are seeking to cater, above all, for the booming segment of tablet PCs. According to the latest findings, e.g. by Digitimes, the sales figures for tablet PCs should exceed those of netbooks by the end of this year, and about 400 million smartphones and tablet PCs will be sold by 2013. The success of tablet PCs will make these devices one of the central highlights at “Showing Apps”. A further reason is that they “enable publishers to include things for which there isn’t normally enough space in their printed output or where there aren’t enough readers” (according to Meinolf Ellers, CEO of dpa-Infocom). Running under the motto “Beyond iPad” well-known manufacturers will be showing that although the iPad is the best in class, it does actually have some powerful competition now.

A show called “Making Apps – Learning from the Experts” will focus in several sessions on the way content is placed on a smartphone and a tablet PC. In a number of half-hour slots, selected app experts will

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demonstrate their solutions in “Workflow”, “Distribution” and “Marketing”. At the same time a special event called “Showing Apps” will be held where developers will present applications that have been specially designed for the publishing industry. The high-calibre line-up also includes a Best of Show Award for the manufacturer with the best trade fair app and a workshop entitled “Making Apps – Programming for iPad&Co”.

First Solutions Day of the Corporate Publishing Forum

The Solutions Day of the Corporate Publishing Forum on 8 April 2011 will put the focus very firmly on successful customer communications. Using various cross-media examples, the Forum will present the factors that make up successful corporate publishing and ways to measure their level of effectiveness. “We know that corporate publishing media are popular with customers. Yet there are some very different ways to measure the effect, while comparisons are almost impossible. The purpose of the Solutions Day is to highlight this issue and to discuss various ways of measuring efficiency,” says Michael Höflich, Managing Director of the Corporate Publishing Forum.

Printhouse Talk

The Printhouse Talk has been a sporadic event held by the Print and Media Academy of North-Rhine Westphalia since April 2008. The Printhouse is the new training and consultancy centre of the Print and Media Association for North-Rhine Westphalia with the aim of supporting printing companies in their challenges in a digital environment. Printhouse Talks look at issues and questions in all matters of digital printing, Web2Print and new developments such as the iPhone, iPad, QR codes and Augmented Reality. This will also be at the focus of the Printhouse Talk at digi:media 2011. Further details on this subject can be found from January 2011 at: www.vdmnrw.de

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Infect 2011 in parallel with digi:media

Infect, the social media and viral marketing conference, will be held as an all-day event at the exhibition centre, in a specially created conference centre in the digi:media hall on 7 April. This third Infect conference, which is organised by Wunderknaben Kommunikation, will exceed all expectations as it will have over 260 visitors, a 16-hour programme and 29 speakers. Further details are available at: www.infect-now.de.

The programme will also include network meetings of various Xing groups, such as Media & Publishing, IT Connection, VDM NRW (Print and Media Association in North-Rhine Westphalia) and the Facebook community of VDM NRW. Another group that will meet at digi:media in Düsseldorf is the E-Publishing Workgroup of the Association of German Magazine Publishers.

“With this comprehensive package,” says Ralph Scholz, “we are offering a matrix of events that gives each target group of visitors a tailor-made digi:media programme, thus complementing the exhibitors’ stands.”

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