

digi:media 2011 – Press Release No. 1 / February 2010

digi:media – the new trade fair for commercial publishing & digital printing from 7 to 9 April 2011 in Düsseldorf

Under the motto “Content meets Technology meets Business” digi:media will kick off in Düsseldorf from 7 to 9 April 2011. This new trade fair for commercial publishing & digital printing is designed as a platform for print-based, networked communication and covers all segments of the value chain. Explaining the reasons for launching this new trade fair for the German speaking countries, Director Manuel Mataré said: “Information technology - and digital printing technology following in its footsteps – has brought about completely new products and applications thereby tapping into new target groups for print communication. What’s more: digital printing unites digital communication, online-marketing and CRM in one. This is the market we wish to address with digi:media providing a powerful exhibition platform.”

In the interest of transparency and improved orientation the ranges on display at digi:media will be segmented into nine themed worlds oriented towards the process chain. These include:

1. Content (Creative Content, Contentpools, Syndications, CP-Publishers and Image Databases)
2. IT-Solutions (Network Solutions, Server Solutions)
3. Workflow (Editing Systems, CRM Systems, Archiving, Security)
4. Electronic Media (Manufacturers of Media, Hard and Software)
5. Consumables (Inks, Printing Substrates)
6. Digital Printing – Commercial Print Systems
7. Digital Printing – Packaging
8. Post-Print Processing (Binding Machines, Collators, Embossing, Die Cutting)
9. Making-Up (Post Delivery, Post Processing, Document Services, Logistics)

**Die Fachmesse für
commercial publishing
& digital printing**

*The trade fair for
commercial publishing
& digital printing*

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:
U 78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Messe-Center/Verwaltung

A modular infotainment programme oriented towards the different needs of the many varied visitor target groups is a key component of digi:media 2011. For instance, there will be a stage specifically for the area "Content & Artwork", another stage for "Technology & Implementation" and a third "Business-Podium" stage for best-practice examples. "digi:media:space" is an exchange where the community meet and swap ideas.

digi:media consistently addresses all partners involved in the production workflow:

1. Service providers from the areas of printing, book binding, copy and letter shops, data centres
2. Go-betweens in Dialogue Marketing, Advertising, Production
3. Media providers from the areas of Address Marketing, Book, Corporate Publishing, Greeting Cards, Cartography, Magazine and Newspapers
4. Industry in selected sectors (e.g. Medical, Beauty)
5. Multipliers (e.g. Communication Associations, Universities)

digi:media is planned as an annual event from 2011 and will be an integral part of drupa in 2012 to then run as a separate event in 2013 (11 to 13 April) and every following year onwards. For more information go to: www.digimedia.de.

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