

## drupa 2012 – Press release No. 18 / September 2011

### **drupa innovation park 2012 with smart solutions for the print, advertising and online industry**

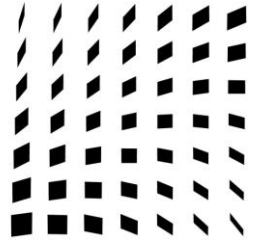
The *drupa innovation park powered by digi:media* follows on seamlessly from its success stories from 2004 and 2008. The names guarantee interesting and promising solutions for the whole sector. "This means the dip will also be the point of reference and information hub for print buyers and innovative media producers from the print, advertising and online industry at the upcoming drupa," explains Manuel Mataré, Director of drupa 2012, underlining the importance of the drupa innovation park. The drupa innovation park in Hall 7.0 not only offers new and innovative companies an ideal presentation platform, it also provides new drupa target groups access to complex topics in the area of media production. In this context the Dynamic Publishing Park is, for example, the ideal first point of contact for all decision makers from the world of marketing, advertising and publishing and helps visitors to access complex topic areas.

#### **Print Product Innovation Park**

Discussing innovative print products, the conversation moves very quickly onto the topic of lenticular printing - the only finishing process that allows motion sequences to be displayed on a print product. It is therefore all the more gratifying that one of the pioneers and the biggest in the sector, DPLenticular ([www.dplenticular.com](http://www.dplenticular.com)) will be appearing at the dip once again. "The drupa innovation park is an excellent opportunity for us to showcase this highly innovative printing technique and to reach new target groups" explains Daniel Pierret, founder and head of the Irish company.

#### **Marketing Solutions Park**

AlphaPicture ([www.alphapicture.com](http://www.alphapicture.com)), the specialist for ASP image personalisation for example, is opening its interface for all web-to-publish systems and marketing management systems - an invaluable advantage for the practical implementation of the image-personalised



print media messe  
**drupa**

world market print  
media, publishing &  
converting

3.- 16. 5. 2012  
düsseldorf, germany  
[www.drupa.com](http://www.drupa.com)

  
Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
InfoTel +49 (0) 2 11/45 60-9 00  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Joachim Schäfer  
Bernhard Stempfle  
Hans Werner Reinhard (Stv. GF)  
Vorsitzender des Aufsichtsrates:  
Dirk Elbers

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

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

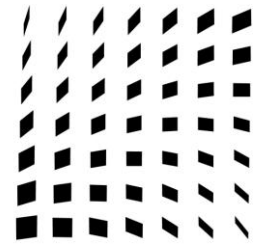
One-to-One campaign. "Creation is no longer being thwarted by technology" says Gerhard Märtterer, Sales Director at AlphaPicture, summarising the benefits of the new API in brief. AlphaPicture not only offers its interfaces via cloud computing, it also offers portals for direct marketing agencies and digital printers. "Alphapicture is a good example for the Marketing Solutions Park, where tools for targeted direct marketing, transaction advertisements and white space marketing are showcased," highlights Sandra Winter, dip coordinator.

### **Dynamic Publishing Park**

Among the first exhibitors in the Dynamic Publishing Park is Konzept-iX ([www.konzept-ix.com](http://www.konzept-ix.com)), the German distributor for the American Nasdaq company Bitstream Inc. (BITS), regarded as the forerunner and pioneer of the sector. This firm stands for innovative publishing technologies and at the dip 2012, it is set to present its "turnkey" web-to-print shop solution for the production of printed papers with sophisticated management for variable data and smart online editing. Willmy Mediagroup ([www.willmy.de](http://www.willmy.de)) of Nuremberg has already made a name for itself in expert circles with its web-to-media solutions. Its smart software solution for multichannel publishing, in particular, offers considerable benefits.

Neo7even ([www.neo7even.de](http://www.neo7even.de)) is a good example of a success story à la drupa innovation park. Developing within a short period from an IT start-up to a medium-sized enterprise, this company, based in the German town of Siegen, provides smart and innovative solutions for optimising communications processes in large and medium sized companies. The Apps4Print start-up ([www.apps4print.de](http://www.apps4print.de)) dates back to a co-operation between the established companies Kinetik and Page One, and it offers solutions for web-to-print, data delivery, online shopping and image data management on a single online platform. Kinetik is also a good example of a success story à la drupa innovation park. Since the premiere of dip in 2004, the Nuremberg company has continuously developed from an insiders' tip to a medium-sized company. In the meantime, it is now an established name in the area of dynamic publishing.





print media messe  
**drupa**

world market print  
media, publishing &  
converting

3.- 16. 5. 2012  
düsseldorf, germany  
[www.drupa.com](http://www.drupa.com)

## **Print Automation Park**

One of the key topics at drupa 2012 is certain to be automation. Visitors should especially look forward to the Print Automation Park, which is being implemented in cooperation with CIP4, the umbrella organisation for all JDF providers. Here, everything revolves around process optimization and attaining the greatest levels of efficiency in the printing process with the help of planning and control systems, MIS in cooperation with JDF and server applications. A sector leader is also set to be represented here – the Swiss OFS Group ([www.ofsgroup.ch](http://www.ofsgroup.ch)).

Additional theme parks are:

1. **Asset Management Park**

Managing and utilising digital contents and documents with system.

2. **Print meets Mobile Park**

Applications for mobile devices such as Mobile Tagging, QR Codes and Augmented Reality. Solutions for the future of printing in connection with mobile communication.

3. **Digital Imaging Park**

Innovations for impressive, digital, visual worlds

4. **Printed Electronics / Functional Printing Park**

Print is more than publishing – printing as process technology is becoming increasingly important.

5. **Green Printing Park**

Innovations for sustainable print production.

The nine theme parks are rounded off by presentation stages, meeting points and lounges; this not only encourages the interactive communication between visitors and exhibitors, but among the exhibitors themselves as well.

**Contacts:**

<b>dip Realisation / Coordination</b>	<b>dip Exhibitor Support</b>
Sandra Winter	Kerstin Hermes
Winter Consulting	Messe Düsseldorf GmbH
Coordinator drupa innovation park	Senior Project Manager
Tel.: +49 (0) 8141 / 34 86 02	Tel.: +49 (0) 21 1 / 45 60 - 985
Fax: +49 (0) 8141 / 34 86 01	Fax: +49 (0) 21 1 / 45 60 - 879 85
Email: <a href="mailto:sandra.winter@wintercon.de">sandra.winter@wintercon.de</a>	<a href="mailto:hermesk@messe-duesseldorf.de">hermesk@messe-duesseldorf.de</a>

**Press Department drupa 2012**

Monika Kissing

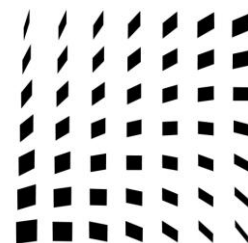
Anne Klaus (Assistant)

Tel: +49(0)211-4560 543

Fax: +49(0)211-4560 8548

[KissingM@messe-duesseldorf.de](mailto:KissingM@messe-duesseldorf.de)

[KlausA@messe-duesseldorf.de](mailto:KlausA@messe-duesseldorf.de)



print media messe  
**drupa**

world market print  
media, publishing &  
converting

3.- 16. 5. 2012  
düsseldorf, germany  
[www.drupa.com](http://www.drupa.com)