

digi:media 2011 – Press Release No. 6 / January 2011

Die Fachmesse für
commercial publishing
& digital printing

*The trade fair for
commercial publishing
& digital printing*

07.-09. April 2011
Düsseldorf, Germany

digi:media 2011 set for success: concentrated expertise in the fair and specialist programme

Three months ahead of its premiere from 7 to 9 April, digi:media, trade fair for commercial publishing & digital printing, is all set for success. The specialist support programme with its diverse congresses, seminars, workshops and theme parks is presenting what is probably a unique spectrum across the publishing and communication industry and is thus addressing the different visitor target groups involved in the workflow – from advertising or design agencies, marketers through to printing services providers and production agencies up to publishing houses and address marketers. Just as concentrated as the expertise and competence is in the know-how programme, it is equally a part of the range presented by the total of around 130 expected exhibitors. The Global Players from the entire publishing industry are just as strongly represented as are small, innovative companies. The entire process chain from creation up to finishing is covered and, as a result, really brings the trade fair triad of Content-Technology-Business to life. “This positive feedback from the sector confirms our strategy. Apparently, with the new trade fair concept we have exactly captured the spirit of the times”, said Manuel Mataré, Director of digi:media. “And more than that: we have succeeded in motivating the most diverse sector players such as associations, publishing houses and initiatives to pull along with us in the same direction.”

In the interests of better transparency the product range at the fair is structured in nine theme worlds based on the production chain. These are as follows: Content, IT-Solutions, Workflow, Electronic Media,



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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

consumables/expendable materials, digital printing, further processing, packaging and services.

Based on the current level of registrations as of mid-January, the exhibitors at the digi:media premiere include among others the Global Players in the Digital printing field (Hewlett Packard, Hunkeler Deutschland GmbH, Ricoh, Xeikon, Xerox) as well as Heidelberger Druckmaschinen AG, manroland AG, the big players in finishing (FKS, Horizon GmbH, Koerber PaperLink GmbH, Kolbus GmbH & Co. KG, Müller-Martini AG, Pitney Bowes Deutschland GmbH, Polar Mohr) and the entire spectrum of software suppliers for the publishing industry (Censhare AG, CGS Publishing Technologies, Dalim Software AG, Diron GmbH & Co. KG, Direct Smile GmbH, Esko Graphics, infowerk ag, Kinetik GmbH, Neo 7Even GmbH, One Vision Software AG, Xanté Europe). The constantly extended list of exhibitors along with the hall layout plan and the complete specialist support programme can be found at www.digimedia.de .

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digi:media, which will be held in Hall 6 at the Düsseldorf Exhibition Centre, is open from 7 to 9 April daily from 10.00 am to 6 pm. The ticket costs 49.00 Euro at the event, when buying online you save 10 € and pay 39.00 Euro. digi:media is designed as an annual event and in 2012 will be an integral part of drupa before being held in 2013 as an independent event (11 to 13 April) with annual cycle.

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