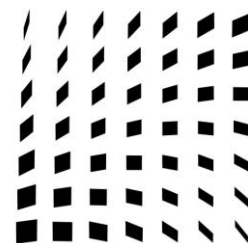


drupa innovation park 2012 presented by digi:media –
Digital innovations for the print and media industry

The *drupa innovation park 2012 presented by digi:media* (dip) will be the absolute focus of attention for impulse-generating innovations and the latest top themes in the digital printing sector and media industry. Here, particularly young companies, Start-up's or key sector players with ground-breaking solutions and applications are provided with an outstanding opportunity to be at drupa 2012 and present their ideas for tomorrow's markets. "With the drupa innovation park 2012 we are consistently continuing the success story of dip. Whereas in the past it was mainly the degree of technical innovation which was the focal point, today dip is picking up the top themes in the sector and increasingly placing the focus on the connection between content, technology and business models", said Manuel Mataré, Director of drupa.

This further development of dip goes hand-in-hand with the conceptual and spatial interlinking with drupacube, the forum for the communications sector and print buyers. drupacube – in 2008 still located in the open-air grounds between Halls 2 and 3 – is moving, in actual fact to Hall 7A, which is located directly adjacent to dip Hall 7.0. Thanks to this spatial proximity, technology and contents can be combined with each other even more strongly. "With this spatial constellation we can also get the communicative interaction started between visitors and exhibitors much more effectively and also among the exhibitors themselves", explains Manuel Mataré. "As a result, we are implementing the basic concept of digi:media – of bringing together all the target groups involved in the workflow – at drupa too. Consequently, the drupa innovation park 2012 is being presented by digi:media, our successful trade fair premiere in April 2011," Mataré went on to say.

Visitors to digi:media 2011 will in particular recognize the integrated communication concept within dip: presentation stages, meeting points



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The global
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with catering service and lounges in Halls 7.0 and 7A promote the interactive dialogue between visitors and exhibitors but also between the exhibitors themselves.

An internationally renowned team of experts is actively supporting the drupa innovation park 2012. "When you attend a major tradeshow you want to discover what's new, what is the "buzz"? At drupa, the drupa innovation park has consistently been the place to find the "buzz" and if you are a printer it should be your first stop at the drupa 2012", said James E. Harvey, Executive Director CIP4 Organization (www.cip4.org) and member of the dip expert team. Andrew Tribute, Attributes Associates (www.attributes.co.uk), is also supporting dip in a "mentor" capacity: "The drupa innovation park is becoming one of the key areas at drupa. This is where one can see many of the innovations that will impact upon the future of this industry."

The drupa innovation park presented by digi:media occupies exhibition space of over 3,000 square metres in Halls 7.0 and is structured in nine exhibition segments. The themes are the very latest and are based on dynamic developments and trends in the print and media industry and its environment.

The following theme parks are planned:

Print Automation Park

Process optimization and the greatest possible efficiency in the print process aided by planning systems, shop-floor management systems, and MIS systems working in concert with JDF and server applications.

Asset Management Park

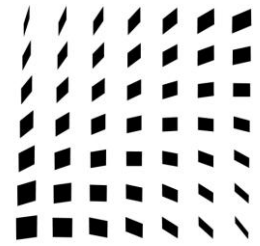
From database to paper or any other medium Systematic management and use of digital content and documents.

Dynamic Publishing Park

A single source for all media: Strategies and solutions for multichannel publishing Applications for print and web, Web-to-Print, Print-to-Web, Print on Demand.

Print meets Mobile Park

Applications for mobile devices like mobile tagging, QR codes and augmented reality Solutions for the future of print in combination with mobile communication.



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Digital Imaging Park

Innovations for striking worlds of digital images.

Marketing Solutions Park

Tools for targeted communication, ranging from campaign management and transactional advertising to white space marketing.

Print Product Innovation Park

Innovative print products, from print finishing solutions to secure printing.

Printed Electronics / Functional Printing Park

Print is more than Publishing – Print in Process. Engineering is becoming increasingly important.

Green Printing Park

Innovations for sustainable print production.

Messe Düsseldorf has commissioned Sandra Winter (Winter Consulting) with the realization and coordination of the *drupa innovation park presented by digi:media*. For more than 10 years Winter Consulting has been devising and creating exhibition concepts for innovative trade fairs. Owner Sandra Winter has been working in sales and marketing in the IT and media sector since 1992, was the cooperation partner of digi:media 2011 and has already assisted dip 2004 and 2008. In addition she is the co-author of the first Web-to-Print study, which was published in 2008 by zipcon consulting.

Details on the registration and concept can be found at www.dip.drupa.com.

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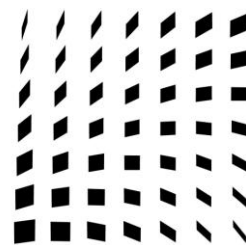
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