

New concept and annual cycle for photokina

Normally, the annual meeting of the German Photographic Industry Association (PIV) is a rather unspectacular event to elect the Board and meet other legal requirements while the members take the opportunity to socialize and network. This year, they had an exciting subject for even more conversation: During the meeting, Koelnmesse presented the future photokina concept developed together with the PIV. And this is indeed spectacular: With a significantly expanded portfolio, the world's leading trade show for the photo and imaging industry will change to an annual cycle as of 2018, and from 2019, the event will be held in May.

The new concept also includes shortening the exhibition by two to four days. This will be first implemented at the next photokina, which will take place one more time as usual in Fall from September 26 to 29, 2018.

With the new concept, the organizers (Koelnmesse and PIV) are extending the new concept of photokina, that was announced last year under the show's new subtitle "Imaging Unlimited". The annual cycle is intended to reflect the accelerating dynamics in the development of digital imaging technologies, particularly in the new segments.



The milestone

Furthermore, the date in May from 2019 onwards promises greater publicity for photokina. In Fall, the world's leading imaging fair has to compete with other major events such as the IFA Berlin, Germany, and the IBC (Amsterdam, The Netherlands) for media attention. Last but not least, the new concept is set to strengthen the position of photokina as a global brand.

"photokina 2016 has shown us that this traditional brand in our portfolio has lost nothing of its attraction worldwide and in the region", said Katharina C. Hamma, Managing Director of Koelnmesse. "photokina has continued to develop further over time, as have the products, services and the market environment presented there. Now we

are taking the next logical step by offering a digitally powered product environment an attractive annual plat-



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form for presenting the latest innovations and for entering into discussions with retailers, specialist users and end customers."

The PIV also sees the annual event cycle as progress: "The new date and the annual cycle will make photokina even more attractive to all vendors within the imaging ecosystem," commented Rainer Führes (CEO of Canon Germany), Chairman of the Board of the Photographic Industry Association (PIV). "In this way, we show the specialized trade, the media as well as the private and commercial users of our technologies an even broader bandwidth of state-of-the-art products, applications and services in Cologne which especially suits the young imaging culture."

Extended portfolio

Even under the new conditions, photokina wants to further develop its traditional areas. This includes, in particular, the classic imaging value chain from image acquisition to output. In addition,

the spectrum is to be expanded by new segments in which imaging technologies play an increasingly important role. These segments include, of course, mobile entertainment and mobile communications, which have been dominated by images since the triumph of smartphone cameras. The motion picture/video sector also offers great potential for growth for photokina. Although this segment has always belonged to the portfolio of the world's leading trade fair, the success of relevant platforms such as YouTube and the growing presence of videos in social media, news portals and company presentations underline the increasing global importance of motion pictures. There is also an increasing number of overlaps with still photography, as high-resolution photos can be extracted from 4K-, 6K- or even 8K-videos. Other digital trends to get a new home at photokina include security systems and smart home, virtual and augmented reality, cloud and sharing, image processing and computer-generated imaging (CGI). These topics are mainly about creating new image worlds, offering new opportunities for all creators of visual content, including professional photographers, as well as new target

groups such as advertising specialists and designers. In fact, it is about combining ever more powerful digital recording technologies with software-based image processing and future technologies such as artificial intelligence. In order to present these areas comprehensively, the organizers also consider the integration of other events. With the Digility, Koelnmesse launched an international conference for Virtual and Augmented Reality in 2016, which will take place this year with an extended exhibition area on July, 5 and 6; in the future, this congress could cover a separate area within the framework of photokina.

Imaging Lab and Analytics

With the new topics Analytics and Imaging Lab, photokina is to expand its brand into imaging technologies that enable new commercial and industrial applications. These include, for example, image sensors that are just as important for the development of autonomous cars and drones as for household and industrial robots. The Analytics division is focused on intelligent image analysis methods for archival and content management, as well as face- and product-recognition in the areas of



Moving pictures, which already took up space at photokina 2016, are to play an even greater role on the photokina in the future.

e-commerce, personalized advertising and security. In order to link the established imaging companies with new market players and young innovators, photokina is also to promote the exchange between developers, engineers, start-ups and manufacturers.

More emotions

With the new concept, photokina should become more compact, more complete and more ingenious for exhibitors and visitors, explained Christoph Werner, Head of Koelnmesse's "Digital Media, Entertainment and Mobility" global competence area, which also includes photokina. While trade visitors remain the show's most important tar-



Christoph Werner, Head of Koelnmesse's "Digital Media, Entertainment and Mobility" global competence area, wants to make photokina more compact, more complete and more ingenious for exhibitors and visitors.

get group, consumers will be offered an even more emotional experience of the diverse world of photo, video and imaging at photokina. To achieve this, the program will be supplemented by the cooperation with a music festival and the integration of stars of the social media and YouTube scene. „The mission of the PIV is to give all market participants a clear orientation for the further development of our industry“, summarized Rainer Führes. “With the new future concept of photokina, we will, together with our partner Koelnmesse, make the fascination of images and imaging visible und promote its importance to all levels of business, science and society.”

