

No. 18 / mde / September 2016, Cologne

## Industry highlight meets multimedia event

When photokina 2016 opens its doors to around 185,000 visitors on 20 September, the starting shot will be fired for the leading trade fair of the entire photography, video and imaging industry. Around 1,000 international top companies, smart special suppliers and creative start-ups from 40 countries will present dealers and professional users with innovative solutions and technological developments that will be pioneering for the industry in the future. In order to allow the end consumers to also experience these trends, photokina 2016 is offering more multimedia events and opportunities for interaction than ever before. In this way photokina is bringing all thematic worlds and all target groups of the imaging industry together under the umbrella "Imaging unlimited".

photokina 2016 has set itself the aim of moving the boundaries and is opening up the event to new technologies and solutions. For the imaging branch this means themes like Smart Home functions for cameras, cloud services, apps, 360 degree, ultra HD, audio and video, but also augmented and virtual reality. These are themes that encourage the young target group to become involved in photography even beyond the options of a smartphone camera. In this way, photokina 2016 is also demonstrating state-of-the-art photo and video techniques, equipment and accessories again this year, and is at the same time offering exciting opportunities to try these out directly on-site in the course of a whole series of new events.

### Unlimited joyful anticipation

With the PROLOGUE by photokina, the City of Cologne has already been inviting people to take part since the beginning of September. In a series of photo and video workshops, professionals and amateurs, adults and children can look at the city from another perspective and learn lots of tips and tricks on how to take photographs and make videos correctly. On 22.09 at 5:00 p.m., the winners of the 3rd Cologne Photo Marathon will be honoured on the COMMUNITIES STAGE. More than 150 photo enthusiasts have participated in the marathon this year.

The Rhine will become a stage on 16 and 17 September as from 7:45 p.m.: the submissions for the MOTION PICTURE & MUSIC VIDEO AWARDS, the works of the light artist Jan Leonardo Wöllert and the best images of the Cologne Photo Marathon can be seen against spectacular scenery on a screen of water.

### Everything in movement

People who like things to be a little turbulent should apply for the INDOOR OBSTACLE CHALLENGE powered by Peugeot in hall 6 as soon as possible. From 23 to 25 September, the task at hand for all action lovers will be to master the first indoor obstacle race in Germany - equipped with a high-tech camera naturally, which will



photokina

IMAGING UNLIMITED

photokina  
20.09.-25.09.2016  
www.photokina.com

Your contact:

Judith Mader

Tel.

+49 221 821-2486

Fax

+49 221 821-3544

E-mail

j.mader@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

info@koelnmesse.de

www.koelnmesse.de

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

capture a razor-sharp recording of the entire event. It's still possible to apply:  
[www.photokina.de/IOC](http://www.photokina.de/IOC)

Page  
2/3

The COPTER WORLD powered by DJI in Hall 6 is also inviting guests to join in: visitors can try their hand at test flights on a drone course. Professionals will demonstrate the potential that photography and moving images from the bird's eye view in the agile flying objects hold.

VLOG CON is also about moving images. It takes place on Saturday, 24 September, on the MOTION STAGE in hall 5. In live tutorials, experienced and successful YouTubers will guide us through the special features of the online film, from planning through production and editing to the distribution of content for video platforms and one's own blog.

photokina is presenting the MOTION & MUSIC PICTURE AWARD for the first time this year. The response to the new award was overwhelming: the jury viewed around 400 submissions from the categories "Hollywood", "Seen from the Air", "Sports/Action", "Comedy/Fun", "360 Degrees" and "Music", and selected the 6 winners of the categories from these. These will be announced on Saturday, 24.9. at 6:00 p.m. at the award ceremony in the Konrad Adenauer Hall at photokina. The winners of the "Music" category will be there live on stage.

#### **Just try it out**

The latest camera models and lenses can be wonderfully tested in the ZOOM by photokina area: on the Piazza, tightrope acrobats, artists and spontaneous walking acts will offer fantastic motifs for photographs and videos from unusual angles. One can simply borrow the right equipment at the new RENTAL POINT on the North Boulevard.

Further events and campaigns, as well as the entire supporting programme can be found at [www.photokina.com](http://www.photokina.com). You can see which new products will be presented at photokina 2016 in the New Products Database, which is maintained and updated by the exhibitors.

#### **Note for press representatives**

Please note that the press tour of photokina will be taking part on the first day of the fair i.e. from 10:00 a.m. onwards on 20 September 2016.

The day preceding the trade fair is not a press day. Journalists are not permitted to enter the exhibition halls on Monday, 19 September 2016, unless they have been previously registered by a photokina exhibitor in the scope of a press conference.

#### **For your safety**

Koelnmesse has followed the events of the past several months with deep sympathy. We take the concerns of our guests, exhibitors and visitors very seriously and are

implementing corresponding measures to make the events as safe and secure as possible.

Page  
3/3

In doing so, we are working together with the security forces at all times. We have also discussed and coordinated the security concept for the events at the exhibition centre with the authorities.

Extensive security measures are being planned for our events, including photokina. Because these measures include visual inspections and spot checks of baggage, waiting times can get longer in the entrance areas. The control measures are adjustable and can be adapted at short notice after consultations with the security forces.

To prevent unnecessary waiting times, we ask you to leave any baggage that isn't required for your trade fair visit at home.

To ensure the work of the security forces isn't impaired, we ask that you please understand that we cannot provide any detailed information about the specific security measures.

**Your contact:**

Judith Mader  
Communications Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2486  
Fax +49 221 821-3544  
j.mader@koelnmesse.de  
www.koelnmesse.com

**Note for editorial offices:**

photokina photos are available in our image database on the Internet at [www.photokina.com](http://www.photokina.com) in the "Press" section.  
Press information is available at: [www.photokina.com/pressinformation](http://www.photokina.com/pressinformation)

If you reprint this document, please send us a sample copy.

**photokina on Facebook:**

<https://www.facebook.com/photokina>