

No. 1 / January 2018, Cologne
#bfi

Business Forum Imaging 2018: Creating new realities

In advance of photokina 2018, the Business Forum Imaging Cologne 2018, which takes place on 28 February and 1 March 2018 in the Congress Centre East of Koelnmesse, offers a forecast of the dynamic development of digital imaging technologies and future-oriented marketing strategies.

With the title "Creating new realities", the Business Forum Imaging Cologne addresses the expansion of the imaging market. Cameras with new functions, innovative recording systems, processing technologies ranging to Computer Generated Imaging and the application of artificial intelligence not only provide the foundation for new areas of usage in robotics, industry and trades. They also contribute to the fact that photos and videos have become the most important means of communication for consumers. They also make it possible to design fascinating pictorial worlds, and to present and experience visual content in a completely novel way through combination with other media.

The new technologies and the changed consumer behaviour also create new realities in the trade. On the one hand, they question traditional business models, but also offer new chances for companies and entrepreneurs to redesign the market and create new realities of their own, even extending to the reinvention of the retail trade. At the Business Forum Imaging Cologne, independent experts, top managers of the imaging industry, imaging service providers, specialty traders and users discuss the consequences of these developments for the imaging business of today and tomorrow.

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility: Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.



Business Forum Imaging
Cologne
28.02. - 01.03.2018
www.bfi-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
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne
District Court Cologne, HRB 952

The next events:

THE TIRE COLOGNE, Cologne, Germany, 29.5.-01.06.2018

INDICOM, Cologne, Germany, 03.-04.07.2018

gamescom, Cologne, Germany, 21.-25.08.2018

Note for editorial offices:

Business Forum Imaging Cologne photos are available in our image database on the Internet at www.bfi-photokina.com in the "Press" section.

Press information is available at: www.bfi-photokina.com/Pressinformation

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

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