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Business Forum Imaging Cologne 2019: Create the unseen

The photokina Congress for Imaging Innovations

With exciting innovations, photokina 2018 has impressively reinforced its subtitle "Imaging Unlimited". The exciting results of this leading global imaging trade show form the basis of the Business Forum Imaging Cologne 2019, which will take place March 6 and 7, 2019 to address the dynamics of the imaging industry and highlight new potential for the future under the new title "Create the unseen".

Digital technologies, supported by innovations such as voice control and artificial intelligence, make it possible to go beyond the previous limits of the visible and to take pictures of a completely new kind. Images not only play an increasingly important role as a universal means of communication; a variety of new applications and new markets for imaging technologies is also coming up, for example in smart homes or autonomous driving as well as in new applications for robotics, industry and commerce.

photokina 2018 has shown: New types of recording devices actually make it possible to capture the hitherto invisible. Artificial intelligence identifies subjects and individuals, points the way through the flood of images, and enables the creation of fascinating images that can be combined with other media to create completely new and unprecedented results. The ubiquitous connectivity makes it possible to share these results in real-time with others, to turn them into high-quality physical and digital picture products, and to advance into new dimensions of visual communication with the help of virtual, mixed and augmented reality.

At the Business Forum Imaging Cologne, independent experts, imaging industry leaders, resellers, service providers and users will discuss the implications of these developments for today's and tomorrow's imaging business. In addition to the conference program and the presentations by the sponsors, the evening event on March 6 will be a special highlight of congress: photokina invites all participants to discuss the topics in a casual atmosphere and to exchange ideas with each other over fine food and drinks.

The Business Forum Imaging Cologne is staged by photokina. The German Photo and Imaging Industry Association (Photoindustrie-Verband - PIV) and GfK Retail and Technology are supporting the event as partners.



Business Forum Imaging
Cologne

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As before, the conference will be organized by the global journal INTERNATIONAL CONTACT in collaboration with the worldwide information service Photo Imaging News, USA, and Visual 1st, the prestigious imaging ecosystem conference held annually in San Francisco.

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In 2018, the Business Forum Imaging Cologne recorded a record attendance of around 240 participants under the title "Creating new realities".

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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

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