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#photokina

IMAGING LAB focuses on future themes

**State Minister for Economic Affairs of North Rhine-Westphalia,
Prof. Andreas Pinkwart is assuming patronage responsibilities**

photokina is the global highlight of the imaging industry, with pioneering innovations, countless new products, top events, exciting workshops and live shoots. As the global business and community platform, photokina presents the apparently unlimited possibilities of the latest technologies from photography, video & cine, smartphone imaging, 360° capturing, digital workflows or exciting future visions in the IMAGING LAB by photokina. Many young companies, especially from areas of technology characterised by digital aspects of imaging, have already applied for the innovation platform of photokina.

„As innovation hub of the world’s leading imaging show the photokina Imaging Lab provides the opportunity especially for start-up companies to shape the future of imaging and to capitalize on the change that has come to the industry. I am looking forward to fascinating technologies and clever business ideas at photokina“, explains Prof. Andreas Pinkwart, State Minister for Economic Affairs, Digitization, Innovation and Energy of North Rhine-Westphalia, who has assumed the patronage responsibilities for the IMAGING LAB by photokina.

“With the Imaging Lab we have created a format that offers young companies a presentation and networking platform, and thus access to the world of imaging. At the same time, the exhibitors of the special area and the programme on the stage offer new perspectives for investors, professionals and private visitors. We look forward to the exchange and the fresh ideas for the future of imaging“, says Katharina C. Hamma, Chief Operating Officer of Koelnmesse.

Here is an overview of selected highlights of the Imaging Lab:

In the **Female Founders Panel** on 26 September, successful founders and promoters, together with **Brigitte Zypries**, the former Minister of the Economy and Justice, discuss why the courage to embark into self-employment is rewarded, what can be expected from the future of imaging, and how successful business functions today.

PIV Startup Day

After the successful start of the PIV Startup Day last year, the German Photo Industry Association (PIV) will once again call on the national and international startup scene to present their ideas to a top-class jury of experts on 27 September at photokina. The winner will receive a free stand area at the leading industry trade fair in 2019. More information at: <https://www.piv-imaging.com/PIV-Startup-Day>

photokina
IMAGING UNLIMITED

photokina
26.09. - 29.09.2018
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
www.koelnmesse.com

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

Chairwoman of the Supervisory Board:
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Henriette Reker

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

Ben Sufiani, founder of 6metrics, provides insights into the growth marketing process with practical examples in his keynote entitled "**How to get your first 1,000 customers**" on 28 September. Close cooperation between marketing and product development and a good understanding of user behaviour is today the key to rapid growth.

Page

2/3

Simon Pierro is not only convincing in the Internet with his digital illusions. In a charming and clever fashion, Simon Pierro will also enchant his live audience with breathtaking iPad effects on 29 September. He pulls money and chocolate bars out of his iPad or allows the boundaries between the virtual & real gaming world blur in tablet tennis.

Coding for Kids hosted by Codingschule

Those who understand digitalisation and know how a computer works are fit for the future. This is because an increasing number of jobs will take place in the digital work world. One of the largest coding initiatives in Germany is the "Codingschule" from Düsseldorf. In the workshop on 29 September, children and young people will learn the first steps of programming.

„Bring your problem“ Hackathon

For the first time, technology leaders of the industry will address their digital challenges at photokina in the context of a 24-hour hackathon and obtain pragmatic approaches to solutions.

The complete programme for the Imaging Lab can be found under: <http://www.photokina.com/events/events-2018/imaging-lab-by-photokina/imaging-lab-by-photokina.php>

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.

The next events:

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (21.08. trade visitor and media day), Cologne 21.08. - 25.08.2018

DMEXCO, Cologne 12.09. - 13.09.2018

DIGILITY - Conference & Expo on Digital Reality, Cologne 26.09. - 27.09.2018

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Page
3/3

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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

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