

## PRESS RELEASE

### PIV Startup Day: A Double Premiere in Cologne

### PIV Startup Day's first appearance in the newly created Imaging Lab at photokina 2018

*Frankfurt Main, May 8, 2018* – Following a successful start last year, the Imaging Association (PIV) once again calls upon the national and international start-up scene to present their ideas to a top-class specialist jury. The competition will take place for the first time as part of photokina, the world's leading trade fair for imaging, taking place in Cologne from 26 to 29 September.

A newly created platform called Imaging Lab in Hall 5.1 provides the ideal environment for presenting new concepts and business ideas. Around 50 young companies, research institutes and technology leaders will be presenting the products and services that could shape the future of imaging. In addition to hackathons, investor speed dating, lectures, workshops etc., the PIV Startup Day is the highlight in the Imaging Lab's versatile program.

"The association sees itself as an initiator and promoter of future-oriented ideas. That is why we are pleased to be able to offer a presentation and networking platform to so many young companies at the industry's most important trade fair by combining PIV Startup Day and Imaging Lab", explains Christian Müller-Rieker, Executive Director Imaging Association (PIV).

The competition for PIV Startup Day is aimed at start-ups in the fields of photo and video hardware, digital and mobile imaging, apps, software, cloud services, AR/VR/mixed reality as well as print and display solutions. In 10-minute pitches, the ten finalists will compete against each other on 27 September. The three first-place winners will receive

their award the same evening on the Imaging Lab stage. The first prize is a free presentation area at photokina 2019. The application phase will start at the beginning of June 2018. Further information will be published in advance on the PIV website at [www.piv-imaging.com](http://www.piv-imaging.com).

**Press contact:**

Head of Press and Public Relations  
Constanze Clauß

Photoindustrie-Verband e.V.  
Mainzer Landstraße 55  
60329 Frankfurt am Main

Telephone: +49 69 25 56-14 07

Telefax: +49 69 23 65 21

E-Mail: [clauss@piv-imaging.com](mailto:clauss@piv-imaging.com)

URL: [www.piv-imaging.com](http://www.piv-imaging.com)

**About Imaging Association (PIV):**

The Imaging Association (PIV), headquartered in Frankfurt am Main, is the central advocacy group for companies that offer their products and services on the market for photo, video, imaging and image communication. The association stands for the topic "image" holistically and sees itself as an impetus for the further development of the entire industry on a national and international level. Since 1950, the association has been the ideal sponsor of photokina in Cologne, the world's leading trade fair for imaging.