



31. Mai - 10. Juni 2016
Düsseldorf
www.drupa.com

no. 1 for print and
crossmedia solutions

drupa 2016 – Press Release No. 19 / February 2015

drupa innovation park 2016: Global platform for innovation presenting technology and business solutions for the future

dip@drupa 2016: Future vision demonstrated in six theme parks

Once again the drupa innovation park 2016 (dip) will be the focal point for the industry's latest inspiring and creative developments. The six theme parks will display current trends and topics along with business cases associated with process-oriented print and publishing solutions.

Sabine Geldermann, Director of drupa, explains the intention behind dip 2016, "The dip is a fantastic way for young companies and start-ups as well as global players with forward looking solutions and applications to present themselves. Since its first appearance at drupa 2004, the 'dip' has made a name for itself in the industry as a pioneering technology and solution platform for the international print and media industry and we are building on this success." Geldermann continues, "In line with the strategic restructuring of drupa 2016 and its focus on highlight topics, the drupa innovation park, with its six themed areas, will provide an opportunity for visitors to acquire insights into the technologies of the future. We believe this opportunity will give our industry an indispensable tool to support strategic business decisions."

Visitors to the dip will find trend-setting innovations, solutions and business cases in one centrally and clearly laid-out platform. They can enjoy opportunities from dip trademarks like the integrated



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

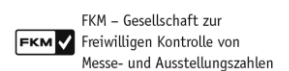
Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
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communication concept on the presentation stage and in the “dip energy lounge”. As an orientation forum and community meeting point, these areas will help promote interactive dialogue between everyone involved. Covering an area of more than 3000 square meters, once again the drupa innovation park can be found in Hall 7.0.

dip 2016 will be split into the following six theme parks:

1. Multichannel Publishing & Marketing Solutions

This area covers topics such as management of cross-media content/assets, web & app publishing, database publishing and marketing and brand management solutions. Also potential applications and trends such as augmented reality, NFC applications or customised mass production.

2. Web-to-Media & E-Commerce

This area focuses on solutions for web-to-publish or web-to-print, E-commerce & shop platforms, cloud publishing and web editors for design/print and HTML 5.

3. Process Optimization & Automation

Visitors to this area can expect to find solutions and innovation on the following topics: management information systems, enterprise resource planning, print automation with JDF/JMF, workflow management from pre-press to finishing, process and quality control systems, industrial robots and automation technologies

4. Added Value in Print

The focus here is on finishing, further development and the advanced added-value of print products, including innovative substrates, new finishing methods, packaging, labelling printing & displays, green printing and secure printing





5. Innovations in Printing Technologies

Modern printing and process technologies will be presented in this theme park and visitors will find applications for functional printing, printed electronics, 3D printing, solutions for prototyping, visualisation & workflow.

6. Business Models

Alongside technological changes, new business concepts and models have an ever more important role to play. These and strategic cooperation and marketing platforms, finance concepts and franchising and licence models are the subject of this innovation park.

In 2016 an international team of experts will again be responsible for designing and communicating the drupa innovation park. "The dip is a platform for all visitors to drupa 2016, sharing knowledge and providing an insight into future communication developments in the print and media industry," says Frank Romano, Professor Emeritus, Rochester Institute of Technology.

Peter Sommer, Senior Vice President of the Elanders Group, adds: "drupa has always been synonymous with technical innovations. But what has been lacking is implementation in successful business models, especially in relation to competition in the online and mobile segments. The drupa innovation park is a beacon in this respect and does what the name suggests. Ideally, it will turn the drupa slogan 'Touch the future' into reality."

Messe Düsseldorf has once again authorised the marketing, communications & events agency Winter Consulting with realising and coordinating the drupa innovation park. For more than 14 years,



Winter Consulting has been designing and implementing exhibition concepts for innovative trade fairs and conferences. Owner Sandra Winter has been actively involved in marketing, communication and sales in the IT, print and media industry since 1992 and oversaw 2004, 2008 and 2012. Registration details and more information about the concept will be available at www.drupa.de from the end of March.

Your contacts:

dip Realisation / Coordination	dip Exhibitor Service
Sandra Winter	Kerstin Houf
Winter Consulting	Messe Düsseldorf GmbH
Coordinator drupa innovation park	Senior Project Manager
Tel.: +49 (0) 8141 / 34 86 02	Tel.: +49 (0) 21 1 / 45 60 - 7268
Fax: +49 (0) 8141 / 34 86 01	Fax: +49 (0) 21 1 / 45 60 - 877268
E-Mail: sandra.winter@wintercon.de	houfke@messe-duesseldorf.de



drupa 2016 Press Office

Monika Kissing/Anne Schröer (Assistant)
Tel: +49 (0)211-4560 543
Tel: +49(0)211-4560 465
Fax: +49 (0)211-4560 87543
Email: KissingM@messe-duesseldorf.de /
SchroererA@messe-duesseldorf.de

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More information at www.drupa.de and the following social networks:

Twitter: www.twitter.com/drupa
Facebook: <http://www.facebook.com/drupa.tradefair>
Xing: <https://www.xing.com/net/pri2b1dd0x/drupa>
LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>
Newsroom: blog.drupa.com