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crossmedia solutions

## drupa 2016 – Press Release No. 25 / October 2015

### **drupa innovation park 2016: the heartbeat of innovation**

Few areas at drupa 2016 will be so packed with innovations as Hall 7.0 – the home of the drupa innovation park. In six themed areas, around 130 exhibitors will showcase their innovations in workflow processes, automation and the latest print technologies. For the first time there will be an area devoted to successful business and marketing concepts. dip therefore offers visitors to drupa the unique advantage of being able to discover innovations and market-ready applications for creative print products and technologies in a convenient compact form. The solutions on show will be ideally complemented by presentations, panel discussions and interviews on the dip stage.

The key theme in the print industry is still process optimisation and automation – a theme that is the focus for CIP 4, which is once again a cooperation partner for dip. “Automation and Optimization are topics that are not only current, but they are also essential objectives to accomplish in order for print service providers to strive in today’s print marketplace“, says Julie Watson, spokesperson for CIP 4. “JDF is the industry’s Job Definition Format standard capable of automating a multi-vendor environment composed of software and hardware vendors. Visit the drupa innovation park to see how JDF can help save time, consumables, and ultimately maximise the bottom line.”

In view of the growing relevance of cloud integration, the print industry is increasingly interested in security aspects. This calls for



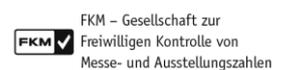
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smart solutions – like those offered by Essen-based i1BOX and exhibitors in the **Process Optimization & Automation** area. The maintenance-free miniserver stays within the customer's premises, offers a sophisticated system concept and serves as the platform for many applications (such as data and job management, CRM, e-mail, groupware, file sharing and asset management), which can be configured ready for use. "It was important to us to develop professional server concept that allows the end user to use all the features and programs they need from day one without committing their own resources," explains Roland Orlik, Managing Director of i1BOX.

The USP of Eggenstein-based Obility GmbH is the simplification of procurement processes. The online-based systems allow both print service providers and their customers to simplify their in-house business processes by sharing print, web and IT technologies. "We're delighted that Obility will be contributing to the heartbeat of innovation at dip again in 2016," says Obility's Managing Director Frank Siegel. This is just one aspect covered in the **Web-to-Media & E-Commerce** area. This area also 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.



In the **Innovations in Printing Technologies** area, exhibitors will present key technologies in modern printing and finishing, applications for functional printing, printed electronics and 3D printing and solutions for prototyping, visualisation and workflow. One of the exhibitors in this area is modico GmbH, which specialises in laser paper finishing, UV direct printing on objects up to 150 mm thick and 3D printing. When it comes to innovative print products, one of the first things that comes to mind is lenticular printing, the only finishing technique which allows images to be



printed with the illusion of movement. One of the pioneers and leading names in the industry, DPLenticular ([www.dplenticular.com](http://www.dplenticular.com)), will once again be exhibiting at dip. "The drupa innovation park is an excellent opportunity for us to present what is still an innovative printing technology and reach new target audiences," says Daniel Pierret, founder and managing director of the Irish company. The Lenticular Award will once again be presented at drupa, on 2 June at 5pm.

The other themed areas at dip are:

**Multichannel Publishing & Marketing Solutions:** This area covers topics such as the management of cross-media contents/assets, web and app publishing, database publishing, and marketing and brand management solutions.

**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, label printing and displays, green printing and secure printing.

**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.

Winter Consulting, a marketing, communications & events agency, was once again tasked 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 was part of the team running dip 2004, 2008 and 2012. Registration details and more information about the concept are available at [www.drupa.de](http://www.drupa.de).





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**More information is available at [www.drupa.de](http://www.drupa.de) and the following social networks:**

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