

register now!

Imaging trends of tomorrow – global imaging expertise

With the Business Forum Imaging Cologne 2011 “Memories are more...CONNECTED” on March 1 and 2 in Cologne, photokina will present an event that is second to none and underscores its global imaging expertise. The increasing number of cameras, WLAN-capable iPods, expanded game consoles, and Flat TVs with Web access are establishing the perfect conditions for access to digital photo services. The Business Forum Imaging Cologne takes the occasion of this development to provide a top event where manufacturers, service providers and photographic dealers have the opportunity to discuss the future of marketing for digital products.

International conference: Listen to key executives from leading manufacturers and service providers as well as international experts sharing their view on the future of the digital imaging market and presenting new concepts for marketing new digital imaging and communication technologies to consumers. All speeches will be held in English.

Sponsoring presentation: Meet the Gold and Silver Sponsors of the event in the networking zone in the lobby of the Congress Centre North where they will be presenting their innovations and services.

Networking: On the evening of March 1, photokina will invite attendees to an evening event with the opportunity for an informal exchange of information between visitors and speakers.

Gold Sponsors



Silver Sponsors



Day one – Tuesday, March 1, 2011



Keynote: Professor Hendrik Lensch, Ulm University

The second digital camera revolution: Computational Photography

Traditional cameras record images, perform some low level processing and then leave advanced image editing as a post process. The increasing computing power of mobile devices opens up new ways to combine image capture and processing. Hendrik Lensch will present the Frankencamera – a computational camera platform that redefines the whole capturing process, which can be programmed freely cooperating with a number of additional devices. The power of real-time algorithms is demonstrated by innovative software applications that show the potential to shift both the performance and flexibility of image capturing devices to a new level.



Liz Cutting, Executive Director, Imaging Sector Consumer Technology, The NPD Group

Marion Knoche, Global Director, GfK Retail and Technology

Imaging bestsellers – today and tomorrow

Get the latest sales trends of cameras, camcorders, mobile devices and picture products for Europe, the US and the world. See what the hottest products are today and discover the trends for the bestsellers of tomorrow.



Darren Johnson, Regional Director and Vice President, CDG Eamer Retail Printing and Film Products, Kodak Limited (UK)

The Connected World of Images



Alexandra Gebhardt, Chief Social Strategist, Inside Media Networks

Will mobile photo apps drive future business?

Is your business ready for the next wave of mobile photo apps? Photo sharing continues to be one of the top activities online today, whether it's posting on Facebook, sending among devices, or capturing and printing without the use of digital cameras. We'll explore the latest technologies available for online and mobile OS based photo applications and discuss their opportunities for photo retail businesses. See examples of the most popular and unique apps, overall usage trends, and gain insight on their potential for impact on future revenue.



Dr. Reiner Fageth, Member of the Board and Chief Technical Officer, Cewe Color

Photofinishing 3.0: Products and services for a connected world

The digital imaging revolution has enabled consumers to create a wealth of personalized picture products rather than simply buying prints. As the leading imaging services provider in Europe, Cewe Color has set the pace in the new market segment, making the Cewe Photobook the best selling product of its kind. Story telling has become much easier and compelling. In a connected world, consumers are now able to do even more with their pictures and stories on a wide variety of platforms - online, wireless, and mobile. For photo-finishers, this means a great opportunity for growth through innovative imaging services, but also a challenge to participate with profits in the new imaging value chain.



Raffael Kraus, WorldWide Photo Segment Manager, HP Indigo

New opportunities for digital presses in the imaging services business

Digital presses have become the standard production machines for a wide range of printed picture products. As the leading supplier of digital presses, HP Indigo - supported by a wide range of partners - has developed new applications that will enable imaging service providers to further broaden their range of services and add value products.



Guido Hofmeyer, Senior Vice President and General Manager, Felix Schoeller Imaging

Photo imaging papers in a connected world

The digital revolution in picture taking had a significant impact on photo printing activities over the last years. In a connected world, people easily share their digital photos with family and friends without ever making a single print. This presentation will outline how a specialty paper manufacturer sees the future of paper in a digital world and what the growth trends are in the various segments of the photo print market.

Day two – Wednesday, March 2, 2011



Thomas Ross, Industry Leader Media & Entertainment IBM Global Business Services

Smarter Products and Services: Transforming the Consumer Electronics and Imaging Industries

With more and more electronic devices being connected, the value of these devices for the end user becomes increasingly driven by the connected user experiences they enable – instead of the stand – alone product value. Cameras and camera phones, for example, develop from picture taking devices to platforms that enable consumers to create and share memories instantly. We see significant transformation ahead at manufacturers and service providers if they manage to take advantage from these changes.



**Liz Cutting, Executive Director, Imaging Sector Consumer Technology, The NPD Group
Marion Knoche, Global Director, GfK Retail and Technology**

Consumer behaviour in a connected world

Listen to the latest results of GfK's and NPD's extensive research on consumer behaviour. See what different consumer groups actually do with their pictures, which products and services they like most and which future services they expect from our industry.



Rainer Bauer, CVO, Imaging Solutions AG

The power of silver halide processing

Even in the age of digital printing, the quality of silver halide paper is unchallenged. For imaging service providers, this offers a great opportunity to offer real premium products that generate significantly higher margins than cheap items produced with digital presses, and create great customer satisfaction, too.



Rolf Richter, CEO, locr GmbH

Personalized maps for picture products

Geotagging of pictures is becoming more and more popular. With locr's unique technology to convert individual maps into high-resolution printable files, photofinishers can now offer photo books, posters and many other high value-added photo products with personalized maps and other content based on geodata.



Ron Kubara, Vice President Strategic Sales and Planning, Noritsu Koki

Image enhancement: The key to more print orders

Prints from social networks and online albums or shots taken with camera phones are still often considered unprintable to too low resolution and other quality concerns. State-of-the-art image enhancement, however, enables retailers and service providers to accept print orders from practically any source. New apps that allow for image enhancement direct in the capturing device are great tools to eliminate printing barriers and to draw in new customers.



Dr. Uwe Alkemper, CEO, Yoochoose GmbH

Find what you did not search for so far ...

Personalized recommendations in media and online stores: Most publishers and online stores are aware of the additional traffic and revenue potential that can be created from good and individual recommendations. Nevertheless, few companies fully realize this potential. The presentation gives an overview about concepts and limitations for personalized recommendations especially in the media industry, sharing best practices and supporting companies to optimize their existing recommendations.



Representative Kis/Photo-Me

More profit with photo books on-site



Don Franz, Group Publisher, Photo Imaging News

An industry initiative to drive photo imaging output

Leading photo imaging industry suppliers have formed a consortium under the name of Innovations in Photo Imaging to remind American consumers about the importance and convenience of creating keepsakes at retail or online that are uniquely personalized with a photo. Under the umbrella banner of "Photo Gifts are Fun: Make One", the promotion makes consumers aware of the wide range of products that can be made with photos and encourages them to try to create these products.

Tuesday, March 1, 2011

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 9:45 a.m.	Welcome address
9:45 – 10:30 a.m.	Keynote: Professor Hendrik Lensch , Ulm University The second digital camera revolution: Computational Photography
10:30 – 11:00 a.m.	Liz Cutting , Executive Director, Imaging Sector Consumer Technology, The NPD Group Marion Knoche , Global Director, GfK Retail and Technology Imaging bestsellers – today and tomorrow
11:00 – 11:30 a.m.	Coffee break / Sponsor presentation
11:30 – 12:15 a.m.	Representative Samsung Electronics
12:15 – 1:00 p.m.	Darren Johnson , Regional Director and Vice President, CDG Eamer Retail Printing and Film Products, Kodak Limited (UK) The Connected World of Images
1:00 – 2:00 p.m.	Lunch break / Sponsor presentation
2:00 – 2:45 p.m.	Alexandra Gebhardt , Chief Social Strategist, Inside Media Networks Will mobile photo apps drive future business?
2:45 – 3:30 p.m.	Dr. Reiner Fageth , Member of the Board and Chief Technical Officer, Cewe Color Photofinishing 3.0: Products and services for a connected world
3:30 – 4:00 p.m.	Coffee break / Sponsor presentation
4:00 – 4:45 p.m.	Raffael Kraus , WorldWide Photo Segment Manager, HP Indigo New opportunities for digital presses in the imaging services business
4:45 – 5:30 p.m.	Guido Hofmeyer , Senior Vice President and General Manager, Felix Schoeller Imaging Photo imaging papers in a connected world
6:30 – midnight	Evening event

Wednesday, March 2, 2011

8:30 – 9:30 a.m.	Registration open / Coffee served / Sponsor presentation
9:30 – 10:15 a.m.	Thomas Ross , Industry Leader Media & Entertainment, IBM Global Business Services Smarter Products and Services: Transforming the Consumer Electronics and Imaging Industries
10:15 – 11:00 a.m.	Liz Cutting , Executive Director, Imaging Sector Consumer Technology, The NPD Group Marion Knoche , Global Director, GfK Retail and Technology Consumer behaviour in a connected world
11:00 – 11:30 a.m.	Coffee break / Sponsor presentation
11:30 – 11:50 a.m.	Representative Kis/Photo-Me , More profit with photo books on-site
11:50 – 12:15 a.m.	Rainer Bauer , CVO, Imaging Solutions AG The power of silver halide processing
12:15 – 12:35 p.m.	Rolf Richter , CEO, locr GmbH Personalized maps for picture products
12:35 – 1:00 p.m.	Ron Kubara , Vice President Strategic Sales and Planning, Noritsu Koki Image enhancement: The key to more print orders
1:00 – 1:45 p.m.	Lunch break / Sponsor presentation
1:45 – 2:30 p.m.	Dr. Uwe Alkemper , CEO, Yoochoose GmbH "Find what you did not search so far ..."
2:30 – 3:30 p.m.	Don Franz , Group Publisher, Photo Imaging News An industry initiative to drive photo imaging output
3:30 – 4:00 p.m.	Closing Remarks
4:00 – 4:30 p.m.	Coffee served in the lobby / Sponsor presentation

Gold Sponsors



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Please submit this form to Fax: +49 221 821-3995, Attn. Barbara Klomps
E-mail: bfi@photokina.de

Registration form

- 1. Full registration** · Two days, March 1 and 2, 2011
 Regular fee **800.00 EUR**
 Discounted fee **600.00 EUR**

- 2. One-day registration** · March 1, 2011
(including evening event)
 Regular fee **500.00 EUR**
 Discounted fee **350.00 EUR**

- 3. One-day registration** · March 2, 2011
(including evening event on March 1, 2011)
 Regular fee **500.00 EUR**
 Discounted fee **350.00 EUR**

- 4. One-day registration** · March 2, 2011
 Regular fee **400.00 EUR**
 Discounted fee **250.00 EUR**

German VAT at 19% will be added to all registrations.
If you are based in the EU, you may be able to recover this,
so please enter your VAT number in the form and it will be
included on the invoice sent to you.

VAT number (for invoicing companies based in the EU):

Please complete the name and address information below for the person to whom all registration confirmations should be sent.

Name: _____

Position: _____

Company: _____

Street: _____

Town/Post-code/Country: _____

Phone: _____

Fax: _____

E-mail: _____

Signature: _____

Payment: Visa MasterCard

Card Number: _____ Expir. Date: _____

Cardholder's name: _____

Signature: _____

Bill me

Registration includes: Attendance to all conferences and sponsoring presentations, coffee breaks and lunches, evening event on March 1, 2011 (except one-day registration March 2, 2011) and CD with final presentations. Hotel reservations and charges are the responsibility of each conference registrant.

Discount policy: The discounted prices apply for photokina 2010 main exhibitors, members of Photoindustrie-Verband, GfK customers (requires a member/customer code), multiple registrants from the same company.

Media registration: A limited number of registrations are available for authorized media representatives at no charge. For details, please contact bfi@photokina.de.

Booking policy: Cancellations will be accepted with a 100 percent refund if made on or before February 1, 2011. Substitutions may be made at any time.

Hotel booking form

Please book immediately – limited availability!

The organizers have reserved a limited number of rooms in two hotels within walking distance of the Koelnmesse Congress Centre North, Cologne. Reservations will be dealt with in the order of their arrival. There can be no legal claim to a reservation once allocations have been exhausted.

- Radisson Blu Hotel** ★★★★★ Superior
Messe Kreisel 3, 50679 Cologne
Single/Double, breakfast not included
(incl. currently applicable VAT
and City & Culture Tax)
28.02.2011 | 01.03.2011 per night 167.92 EUR
02.03.2011 | 03.03.2011 per night 152.12 EUR
Breakfast 23.00 EUR per person/day

Please forward my hotel registration:

Single: _____ Double: _____

Arrival date: _____ Departure: _____

For a confirmed hotel reservation, credit card payment and a valid e-mail address is required.

- Ibis Köln City Messe Arena** ★★
Brügelmannstr. 1, 50679 Cologne
Single, breakfast included **83.00 EUR**
Double, breakfast included **93.00 EUR**
(incl. currently applicable VAT
and City & Culture Tax)

Payment: Amex Diners Visa MasterCard

Card Number: _____ Expir. Date: _____

Cardholder's name: _____

Signature: _____

