



PRESS INFORMATION

düsseldorf 2009

3 October 2009

Final Report

viscom 2009, International Trade Fair for Visual Communication
1 – 3 October 2009, Düsseldorf Exhibition Centre

An appetite for business rather than frustration with the economic situation: viscom continues on the upswing and sets markers for upturn DISPLAY/POS-World new core segment starting 2010

Düsseldorf. An appetite for business rather than frustration with the economic situation, impulses for an economic upturn and innovations with a stimulating effect: there was hardly a hint of crisis at viscom which, with a marked increase in visitor numbers, set a signal for an economic upturn in the entire sector.

“In a generally difficult economic environment, viscom was able to demonstrate its strength as a positive impulse giver“, Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH, remarked at the close of the three-day event. With more than 10,900 trade visitors, viscom succeeded in growing by more than 22 percent compared to the previous event in Düsseldorf (2007: 8,900), again exceeding last year’s top result in Frankfurt. Growth was generated equally at home and abroad.

“Our exhibitors’ innovative capacity beats the crisis“, is how viscom Director Petra Lassahn delightfully sums up the course of the three fair days. This is also evident from the results of the business barometer, a survey taken at viscom by an independent research institute. According to this survey, more than 80 percent of the companies interviewed expect a positive trend in business, with only one in six expecting the economic situation to deteriorate further. The optimism is due primarily to the business generated by the large number of innovations presented at viscom.

This is not only true for the digital high-tech segments which attracted great interest from a broad range of advertising agencies and retailers at the Digital Signage World, and will continue to expand considerably. The segment of industrial inkjet printing which is used increasingly in industrial production – as in the clothing and furniture industries or in interior furnishings – is also attracting a growing number of customers at viscom who can gain an impression of the possibilities already available in production technology at this stage. There are hardly any limits these days to the industrial processing of all types of materials. More than 150 materials were presented at viscom in the “Industrial Inkjet meets Materials“ special show. This is another reason why, with a new visitor structure, viscom is attracting new target groups to the fair and developing more and more into an event also frequented by advertising agencies, decision-makers from industry and the retail sector as well as the manufacturing sectors. A trend that again continued this year.

Yet even in the “classic“ segments of advertising technology and light advertising with their predominantly trade character, innovative capacity helps to reach new markets and target groups by using new technologies and materials. A case in point is the first “European Wrap Star“ which demonstrated the design possibilities available today with the use of new high-performing films.

All in all, 15 product innovations and best practice applications from the segments of Digital Printing/Large Format Printing, Light Advertising, Signmaking and Digital Signage received awards at this years’ viscom (for more detailed information on these, visit www.viscom-messe.de).

In the segments relevant to POS which, with the application of new materials and finishing techniques as well as of digital media and lighting technologies, are growing in importance for product presentation and packaging, viscom further strengthened its leadership. Especially the combination of classic displays, digital POS media and innovations in material technology proves that viscom has the potential to become the POS industry’s central trade fair in future.

From 2010 onwards, this is to become another viscom core segment named DISPLAY/POS World, specifically targeting manufacturers and suppliers of display, POS and packaging solutions. “For our exhibitors and visitors, the concentration of exhibitors from the Display/POS sector in a segment of their own represents an additional asset and ideally complements our established core segments advertising technology, lighting technology, digital and individual printing, as well as finishing technology and digital signage“, says viscom-Chefin Petra Lassahn. In addition to the exhibition area, the segment will also include an extensive supporting programme as well as the traditional SUPERSTAR contest.

viscom frankfurt will take place from 4 to 6 November 2010 in Hall 3 of the Frankfurt Exhibition Centre.

For up-to-date photo material and further information on viscom please visit www.viscom-messe.com.

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Exhibitors' comments:

"viscom is even stronger, better and bigger than last year. As exhibitors of digital signage we were particularly pleased with the growing visitor interest in this field. Digital signage is increasingly establishing itself with the classic agencies and is considered a lively addition to the product range."

Hrvoje Husic, software designer, dimedis GmbH

"With many LFP service providers, we had precisely the right contacts at our stand. In view of the crisis, the abundance of visitors was a positive surprise. We were able to make many new contacts."

Kevin Jenner, Marketing Manager Europe, euromedia, Fujifilm Sericol Deutschland GmbH

"We are taking part in viscom for the first time as an exhibitor in the segment of young, innovative companies and plan to return. We had many exciting contacts at our stand that we had not expected at all. viscom offers us leads to the relevant target group of advertisers."

Katja Beyer, Head of Marketing, VIOSO GmbH

"For us, viscom was a good platform for presenting our new product. We were delighted to receive the viscom INNOVATION AWARD. Our summary is positive."

Frank Seemann, Head of Marketing/Communication, Neschen AG

"We are very satisfied with the frequency and the quality of customers at our stand.

Users, in particular, were able to share their wealth of ideas with us. The crisis also seems to have been overcome. Investment confidence is good."

Harry Hoppe, Sales Manager WF Inkjet Region Germany, Agfa Graphics Germany

"We mostly developed contacts in the advertising technology segment and were able to make good use of the fair for the acquisition of new customers."

Stefanie Zengerle, Office Management curveLED GmbH

"We are amazed at the large number of visitors who came to viscom this year. We were able to achieve positive results here."

Michael Wissinger, Head of Sales Germany, d.i.s.pro display- & ausstellungsbau gmbh

"I am really thrilled – not just by the great success of the European Wrap Stars. At peak times we had up to 200 guests at our stand. At viscom, what belongs together grows together. We have intensified our dialogue with exhibitors from LFP and with film manufacturers here, and were able to broaden our horizon as a result. Production, finishing and wrapping all come together in one place here."

Andreas Ley, Managing Director, SEW GmbH Design & Akademie