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drupa innovation park 2016: Smart Business Models in Focus

To the tune of 130 exhibitors will be presenting their innovations related to workflow, automation, print technologies and their strategic cooperation models, marketing platforms and business models at the drupa innovation park in six theme parks, in the freely accessible stage programme and in daily interviews at the dip energy lounge.

Forming the basis for innovations are not only technological advances but above all marketing concepts, business models and business platforms. Only they drive innovations, guarantee their implementation on the market and are capable of changing an industry sustainably. It is therefore all the more interesting to note that one of the six theme parks at dip maps business models and their application examples. The dip stage programme also caters to this topic with a dedicated daily slot. The importance of business models is pinpointed by Osman Zöllner, Head of Marketing/SEO/SEM/Creativ at WIRmachenDruck GmbH (Germany) and first-time exhibitor at dip: “Our products and services are innovative and provide visitors with new ideas on technologies, applications and trends. Being one of the leaders in online printing we see the drupa innovation park as a suitable platform for us to “implant” new ideas on the market and to learn about business models.” Exhibiting at drupa for the first time Flyeralarm also stands for a successful business model. “For us as one of the biggest online-printing players exposure at the industry’s highlight event almost goes without saying,” says Carmen Stragkas, Managing Director flyeralarm Service GmbH Würzburg, and adds: “Here we can show to an expert audience what we are all about: the biggest product diversity on the market, innovations revolving around customer communication, new digital business models, expertise in mass customisation and lots more.”



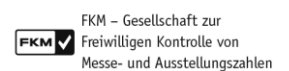
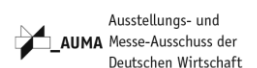
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A familiar face at the dip is Olav Kollin, General Manager at Print 4 Reseller, who was also represented as an exhibitor with his company in 2012. “At drupa 2016 we present “Marketplace 4.0” because we are setting trends in eCommerce with our central sourcing and marketing platform for print products – both for our partners and their customers.

Participating for the first time in drupa and also in the **theme park Web-to-Media & E-Commerce** is Gateway 3D/UK. “In a world where people are demanding more and more choice, Mass Customisation is becoming an increasingly important product option”, says Andrew Talbot, CEO Gateway 3D. “We provide Online Product Customisation & On Demand Fulfilment Systems for eCommerce, Retail & Printers helping people around the world create and deliver amazing personalised products profitably.”

The **theme park Multichannel Publishing & Marketing Solutions** is all about the management of cross-media contents/assets, web & App-publishing, database publishing as well as marketing and brand management solutions, but also application possibilities and trends such as augmented reality, for example. The perfect presentation platform for the Israeli start-up Fieldbit Ltd.: “We are very excited to be exhibiting at drupa for the first time. As a start-up company, providing an innovative solution based on augmented reality for field services, we see drupa as an excellent platform to generate leadership for Fieldbit in the print industry,” emphasises Evyatar Meiron, CEO Fieldbit. “This is the ideal audience for us to showcase our cutting-edge technology to and to begin what we hope will be a sea-change for field services in the print industry.”



An example of the content profile at the **theme park Business Models** is HP. “We believe in a world where printing creates something unique. Where brands will engage with their audiences, and the experiences that they create for them. Print, along with HP digital printing technologies has an untapped potential and our dip! presentation aims to present “The Art of Possibilities” as it all starts with a big idea”, says Nancy Janes, WW Graphics Business Development Director Strategy & Market Development, HP Inc. Graphics Solutions Business. The other theme parks are **Added**



Value in Print, where this year's LLPA Award winners will be exhibiting lenticular pictures and their applications. The **theme park Process Optimisation & Automation** will again be backed by the international non-profit standards association CiP4 while **Innovations in Printing Technologies** is supported by OE-A (Organic Electronics Association), the leading Association for Organic and Printed Electronics.

Key components of dip are the stage programme and the dip energy lounge. Every day from 11.00 am visitors can expect 80 presentations and lectures from exhibiting companies, associations and organisations and from 3.00 pm industry interviews hosted by dip coordinator Sandra Winter at the dip energy lounge. Every half hour drupa visitors can find out about trendsetting innovations, trends and business models. The detailed programme is available as of now via the following link:

http://www.drupa.de/cipp/md_drupa/custom/pub/show,oid,34128/lang,1/ticket,guets/~/Veranstaltungsdatenbank.html



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

Twitter: www.twitter.com/drupa ; #drupa2016

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>

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