



**viscom**  
frankfurt 2008

International Trade Fair  
for Visual Communication

Frankfurt  
30 October – 1 November 2008  
Exhibition Centre  
Hall 3.0

**A good sign for the future**



## viscom – Number 1 in Europe

Featuring an extraordinarily wide range of innovative technologies, the viscom brings together all the different aspects of visual communication – and can always be counted on to showcase all the latest trends. The spectrum ranges from classic signmaking, illuminated signs, large-format printing and ambient media through to integrated guiding systems.

### The Exhibition featuring industry highlights

viscom, the leading trade fair for visual communication, sets international standards in expertise and innovation: at viscom 2007, digital signage was showcased as a core segment for the first time at a trade fair.

The viscom sets the pace – but is always firmly focused on the market's needs. Bringing together high-tech developers, craftsmen, retailers and industry – the viscom represents the number one visual communication platform for providers, decision-makers, buyers and other industry experts.

### viscom INNOVATION AWARD – And the winner is...

The awards are presented for creative and innovative ideas in the categories of

- Signmaking production
- Signmaking POS
- Large format digital printing
- Light advertising
- Fabric refinement
- ◆ Light Advertising Best Practice Award

Visitors can expect to gain inspiration from and insights into the latest forward-looking trends.

### Digital Signage – The medium of the future

Digital Signage has been a focal point of the viscom since 2007. Digital Signage represents dynamic communication which, in combination with static media, is being used increasingly in public and retail environments.

### Digital Signage Days – Success factors and visions

In the Digital Signage Days series of presentations, experts will be giving the audience the benefit of their knowledge in aspects ranging from content design and planning, application and implementation, right through to perception measurement – with plenty of practical examples.

### Digital Signage Best Practice Award – The original!

Awards presented to Digital Signage projects in the categories of

- Retail Signage – Digital signage applications in the retail sector
- Information Signage – Digital information on public displays
- Guidance – Digital guiding systems in the public domain.

The best ideas will be presented in a special area at viscom frankfurt 2008.

### The workshops – Experts in dialogue

Three days and two forums: the latest industry know-how in numerous presentations and practical workshops, led by high-calibre experts.

### Practical information – at first hand

Live demonstrations on current signmaking topics:

- Acrylic glass processing
- Textile embroidering
- Construction of light boxes
- Vehicle wraps
- Decoration and object construction
- Processing of composite aluminium boards
- Fabric refinement
- Application of automotive window films

### Special show: Industrial Inkjet meets materials – New innovative materials – Lucrative markets

Industrial inkjet printing is opening up undreamed of possibilities – for facades, floorings or fittings, wood, metal, glass, fabrics and other materials. As always, the focus at the viscom is firmly on forward-looking aspects.

viscom  
demonstration area

stand C 96 + D 98





## frankfurt 2008

The international visual communication trade fair for:

- Plant and machinery
- Technologies and processes
- Materials
- Tools and Equipment
- Services

## The Exhibitors

Manufacturers, retailers and service providers for visual communication in the following fields:

- Advertising signs
- Special signs
- Digital large format printing
- Light advertising
- Digital signage
- Guiding and orientation systems
- Industrial inkjet printing
- Textile refinement
- Materials and consumables
- Ambient media
- Printed matter
- Stamping and engraving
- Presentation technologies
- Components/finished products
- Assembly and transport
- Tools
- Work equipment
- Hard and software
- Services

[www.viscom-messe.com/exhibitorlist](http://www.viscom-messe.com/exhibitorlist)

# Conference Programme

Thursday, 30 October 2008

## Digital Signage Days 2008

■ 10:15 a.m. – 6:00 p.m.

### Hype or trend?

The first Day will focus on basic digital signage issues such as:

- What is Digital Signage?
- How does Digital Signage differ from conventional signage?
- Where is Digital Signage used?
- What are the different areas of application?
- What introductory costs are there?

Based on four typical digital signage applications, the participants find out the potential advantages and disadvantages:

- The digital poster
- The dynamic notice board for in-company communication
- Digital info systems for public facilities and local government
- Digital building guidance systems

The most interesting projects will also be presented in the Digital Signage Best Practice Awards.

## Light advertising

in co-operation with FVL  
Fachverband Lichtwerbung

■ 10:30 a.m. – 11:45 a.m.

### Potential areas for saving energy and CO<sub>2</sub> emissions in light advertising displays

**Speaker: Frank Westerhausen**, Managing Director, Majert GmbH & Co. KG

viscom workshop  
stand E 90

viscom forum  
stand A 90

Thursday, 30 October 2008

## Adobe Workshop

**Speaker: Stefan Lamb,**  
Adobe Systems Evangelist

■ 12:15 p.m. – 1:00 p.m.

### Adobe Bridge

Visual file administration for your creative projects

■ 1:15 p.m. – 2:00 p.m.

### Adobe InDesign Creative Suite

Design and production of professional layouts

■ 2:15 p.m. – 3:00 p.m.

### Adobe Creative Suite Design

The standard for more efficient working

■ 3:15 p.m. – 4:00 p.m.

### Adobe Photoshop Creative Suite

The standard for professional image processing

■ 4:15 p.m. – 5:00 p.m.

### Adobe Illustrator Creative Suite

Exploring new paths with the advanced vector graphics tool

■ 5:15 p.m. – 6:00 p.m.

### Adobe Creative Suite Design Premium

Beyond the limits

Friday, 31 October 2008

## Digital Signage Days 2008

■ 10:15 a.m. – 6:00 p.m.

### Content, the key to success

Content production is the major challenge in the field of digital signage. There is great demand for information from clients, planners, designers and advertising space providers. Organised in conjunction with media partners, and including presentations from specialist agencies in the UK, Germany and France, the second day is given over to "creative content".

viscom forum  
stand A 90

The day is aimed at "brand owners", agencies, designers, media planners and network operators. It represents a platform for a creative and lively exchange of ideas and techniques and is also designed to encourage networking. The Content Day is intended as a launch pad to establish digital signage as an independent and attractive medium within the marketing mix.

## Light advertising

in co-operation with FVL  
Fachverband Lichtwerbung

■ 10:30 a.m. – 11:45 a.m.

### Expert erection of light advertising systems, under 1,000 Volts

Recognising risks, avoiding liability, excluding warranty claims

**Speaker: Ing. Burkhard Schulze,** Federal Officer for Standards, ZVEH

## Media production: Trends or business as usual?

Technology and creativity in professional production

**Led by: Rüdiger Maaß,** f:mp  
Fachverband Medienproduktions e.V.

■ 1:00 p.m. – 1:45 p.m.

### Getting colours across clearly – Focusing on customer and brand requirements

Colour management and colour workflow

■ 2:00 p.m. – 2:45 p.m.

### LED illuminated advertising – Trends, applications and possibilities

Creative space created by new technology

■ 3:00 p.m. – 3:45 p.m.

### Modern digital printing production techniques for lenticular prints

Greater advertising impact with three-dimensional images

■ 4:00 p.m. – 6:00 p.m.

### f:mp media production get-together

Trends and techniques in out-of-home communication. All media producers are welcome, as is everyone involved in the communication process.

viscom workshop  
stand E 90

viscom forum  
stand A 90

Saturday, 1 November 2008

## Corel Workshop

■ 10:15 a.m. – 11:00 a.m.

### CorelDRAW Graphics Suite X4

Transform ideas into professional results – fast!

■ 11:15 a.m. – 12:00 p.m.

### Labelling Vehicles

A Step By Step Guide

■ 12:30 p.m. – 1:15 p.m.

### Corel PHOTO-PAINT X4

Digital Imaging

■ 1:30 p.m. – 2:15 p.m.

### Wilcom DecoStudio e1

From logo creation to eye-catching signs, screen prints and vector-based embroidery

■ 2:30 p.m. – 3:15 p.m.

### Foundations For The Optimizing Of Print and Publications

■ 3:30 p.m. – 4:15 p.m.

### CorelDRAW X4 and Ulead VideoStudio 11.5 Plus

Combine Images and Video Clips To Create Impressive Films for Digital Advertising

## Signmaking Day

in co-operation with ZVW  
Zentralverband Werbetchnik

■ 11:00 a.m. – 12:00 p.m.

### Authorised experts

How do you become an authorised expert? Experiences of an authorised expert, followed by discussion

Speaker: **Ullrich Klein**, sworn expert

■ 12:15 p.m. – 1:15 p.m.

### Professional training

Training, content, further training, future opportunities, self-employment, with subsequent discussion and questions

Speaker: **Martina Gralki**, Chairwoman of Federal Education Committee

viscom workshop  
stand E 90

■ 1:30 p.m. – 2:30 p.m.

### Sign and light advertising producer's museum

History of profession, amusing anecdotes, exhibits

Speaker: **Ingrid Bialek**, head of museum

■ 2:45 p.m. – 3:45 p.m.

### Typography

History, development, frequent mistakes, examples of use

Speaker: **Detlef Sallowsky**, honorary federal guild master

Subject to alterations: Current information can be obtained from [www.viscom-messe.com/conferenceprogramme](http://www.viscom-messe.com/conferenceprogramme)

The conference programme and the workshops are free of charge. The Digital Signage Days will be translated into English. All other lectures will be held in German. Handouts in English will be available.

30 October – 1 November 2008

## Innovative materials – Lucrative markets

In partnership with raumPROBE,  
Stuttgart and ForTeam  
Kommunikation GmbH, Cologne

The special show presents the latest inkjet techniques and materials. Here, the printing partners Sander Digital Pictures GmbH and PPS Imaging GmbH will be showing current examples in a practical test.

The Stuttgart materials agency raumPROBE provides a visual and haptic experience. From its stocks of several thousand objects raumPROBE displays a fascinating range of innovative materials which are now being used for industrial inkjet printing.

### Meet the Professionals

The rapid growth in the field of industrial inkjet printing is opening up new opportunities and lucrative markets to both manufacturers and designers. Every day of the event – meet the professionals in the fields of printing, materials and inks at the special show.

Special Show:  
Industrial Inkjet  
meets Material  
stand F 50

viscom forum  
stand A 90

## Meet the Professionals – 3 topics on 3 days

■ Thursday, 30 October 2008

### Sustainability

Production – Application – Disposal

■ Friday, 31 October 2008

### Durability

Product life cycles – Materials – Processes

■ Saturday, 1 November 2008

### Practicability

Feasibility vs. Profitability

Exhibitors and visitors can then have an informal chat about the latest trends over a beer or an äppelwoi (Frankfurt apple wine). 30 + 31 October from 3:00 p.m., 1 November from 2:00 p.m..

Our partners – ensuring your success:

PROFESSIONAL  
system

signPro

FVL Fachverband  
Lichtwerbung

LARGE FORMAT

TVP

SIP

raumPROBE

digital signage

werbetechnik  
DAS FACHMAGAZIN

NewDecor  
INDUSTRIAL INKJET PRINTING

ZVW  
Zentralverband  
Werbetechnik

Adobe

f:mp.  
Fachverband  
Medienproduzenten

COREL®

## Exhibition kindergarten on All Saints Day – a special service for you:

Professional care will be provided for children between the ages of 3 and 6 on Saturday, 1 November. Parents wanting to make use of this free service are requested to apply in advance (by 1.10.2008)

Phone: +49-(0)2 11/90 19 1-219

Email: [katharina.heutgens@reedexpo.de](mailto:katharina.heutgens@reedexpo.de)

## Date and opening hours:

Thursday, 30 October 2008 10:00 a.m. – 6:00 p.m.

Friday, 31 October 2008 10:00 a.m. – 6:00 p.m.

Saturday, 1 November 2008 10:00 a.m. – 5:00 p.m.

## Ticket prices

1-day ticket on site: EUR 24,- Online advance sale: EUR 22,-

Season ticket EUR 34,- EUR 32,-

Reduced 1-day ticket\* EUR 13,- EUR 11,-

Reduced season ticket\* EUR 24,- EUR 24,-

\*pupils, apprentices, students, handicapped persons, groups with more than 15 persons. All tickets incl. 19 % VAT and show catalogue

## Location:

Exhibition Centre Frankfurt, Germany, Hall 3.0

Visitor parking area: P4; please use "Tor Nord" gate

## Hotel reservation:

viscom Travel Center

Sabine Tomscheit

Phone: +49 (0)2 11/90 19 1-281

Fax: +49 (0)2 11/90 19 1-282

Email: [viscom-messe@ttgonline.com](mailto:viscom-messe@ttgonline.com)

Web: [www.viscom-messe.com/hotelbooking](http://www.viscom-messe.com/hotelbooking)

## Your way to viscom frankfurt 2008

### By car:

From "Westkreuz Frankfurt" junction the overhead signs will guide you to the Exhibition Centre. In the roundabout, take the second exit. Follow the signs to "Messe Frankfurt – Tor Nord". After registering at "Tor Nord" gate, follow the signs in the Exhibition Centre to the visitor parking area P4.

### By air:

The Airport Frankfurt is located at a distance of 15 km from the Exhibition Centre. Your destination by taxi: "Messe Frankfurt – Tor Nord". Suburban train (S-Bahn) lines S8 and S9 take you to the Main Railway Station. For further details, see "By train".

### By train:

Arrival at Frankfurt Main Railway Station (Hauptbahnhof): 15 minutes by foot or use public transport. Suburban train: lines S3, S4, S5 or S6, get off at the stop "Messe", entrance "Torhaus". By tram: lines 16 or 17 or by underground train: line U4; get off at the stop "Festhalle/Messe", entrance "Ludwig-Erhard-Anlage". Please follow the signs "viscom frankfurt 2008", hall 3.0.

Further information can be found on [www.viscom-messe.com/directions](http://www.viscom-messe.com/directions)

# viscom night – get-together for the whole industry, including awards ceremony

An opportunity to chat, celebrate, have fun... plus presentation of the viscom INNOVATION AWARDS and the Digital Signage Best Practice Awards on the 2nd day for exhibitors and visitors.

## When?

31 October from 7:00 p.m.

## Where?

Deutsches Filmmuseum  
Schaumainkai 41  
D-60596 Frankfurt, Germany  
[www.deutsches-filmmuseum.de](http://www.deutsches-filmmuseum.de)

Tickets on [www.viscom-messe.com](http://www.viscom-messe.com)

## buy one – get two

EUR 64,- (for the first two tickets incl. 19 % VAT)

## Each additional ticket or individual ticket:

EUR 40,- (incl. 19 % VAT)

Ticket price includes food and beverage. Ticket numbers are limited and will be sold on a first come first served basis.



## Show Management:

right to left

Petra Lassahn,  
Event Director

Christian Hruschka,  
Project Manager

Katharina Heutgens,  
Project Assistant

Elise Zuter,  
Trainee

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