More than 1,850 exhibitors and about 375,000 visitors are expected at the Düsseldorf Fairgrounds from May 3-16 for the drupa 2012 print media trade fair, organized by Messe Düsseldorf. Drupa attendees can expect the very latest innovations and ideas for the markets of tomorrow when they visit the world’s leading trade fair for the printing and media industry.

The drupa innovation park (dip) concentrates nine theme parks all in one hall:

1. In cooperation with the association CIP4, the Print Automation Park will present solutions for process optimization with the help of planning and control systems, MIS in combination with JDF applications and server applications.

2. The Dynamic Publishing Park will display solutions for multi-channel publishing, applications for print and web, web-to-print, print-on-demand and also cross-sector solutions for integrated information and publication management.

3. In cooperation with adf (Arbeitskreis Digitale Fotografie e.V.), the Digital Imaging Park will present live photo shoots and impressive digital imagery as well as digital printing solutions of outstanding quality, color fidelity and production speed.

4. The Print meets Mobile Park will offer state-of-the-art solutions and ideas that are shaping the future of modern communication. Applications such as mobile tagging, the integration of QR codes and augmented reality solutions for the printing solutions of the future will all be presented here.

5. In the Asset Management Park solutions will be shown that systematically display database contents and documents, either on paper or any other media channel.

6. Various aspects of marketing and communications will be displayed in the Marketing Solutions Park. They include tools and solutions for targeted communication and campaign management for diverse advertising opportunities combined with varied media.

7. Environmental awareness and ecology will of course also be a key topic at this year’s dip. Innovations for sustainable printing production will be showcased in the Green Printing Park.

8. The Print Product Innovation Park will be the place to go for innovative print products and technologies. The solutions on show will range from print finishing to secure printing.

9. Printing is more than just publishing, and printing as a process technology will be the main focus in the Printed Electronics / Functional Printing Park. This technology is all set to revolutionize production in many industries in the foreseeable future and will therefore be represented in the dip in cooperation with the Organic and Printed Electronics Association (OE-A).

“The themes highlighted in the dip are right up to date and geared to current market activities and developments in the print-
ing and media industry. The dip offers key topics vital for media production in both the present and the future and has established itself as a lively marketplace where print and publishing professionals exchange information,” said drupa Director Manuel Mataré.

At the Printed Electronics and Print Automation theme parks, visitors can get information on trendsetting technologies in the dip, while the neighboring drupa cube will provide them with the accompanying content and business solutions. This concept of content, technology and business is one of the primary reasons why the trade fair debut of digi:media in April 2011 was so successful, and digi:media is the driving force behind both the dip and cube at the drupa 2012.

ORGANIC ELECTRONICS

Printed electronics companies will present their latest innovations at the dip, along with the Organic and Printed Electronics Association. The OE-A, a working group within the VDMA (German Engineering Federation), was founded a few years ago as an interface for communication and development for the various fields of research worldwide and represents the entire value-added chain of organic electronics, including materials manufacturers, plant engineers, producers and users. It now has more than 120 members worldwide. The goal of the OE-A is to provide orientation in the large variety of technical developments and help define possible fields of application. Printed electronics open up a broad spectrum of possibilities and fields of application, such as an interactive business card incorporating a flexible display, “talking” packaging or a board game with a printed battery and flashing OLEDs.

DRUPA CUBE

One of the highlights of drupa 2012 will again be the drupa cube. Staged over 13 days with daily changing topics, the drupa cube will address the trends in printing communication. Visitors will receive comprehensive information on which print products will combine communications capability with commercial success in the future. Each trade fair day will have its own motto, starting with "Print – Web – Mobile" to "Day of Corporate Communication" and "Day of Newspapers." Whether magazines, books, out-of-home (home office) applications, dialogue marketing, packaging, electronic printing or media production – on every drupa day, experts will introduce and discuss the latest applications and trends from print communication in a half-day symposium.

Entrance passes for drupa 2012 are available online at www.drupa.com. For the first time, the passes are offered as eTickets, saving visitors time and money. Attendees can purchase their ticket online, print it out and travel to the trade fair by bus and train free of charge.

drupa 2012 will be open from 10 am to 6 pm on weekdays and from 10 am to 5 pm on weekends.

For further information on visiting or exhibiting at drupa 2012, contact Messe Düsseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Telephone: (312) 781-5180; Fax: (312) 781-5188; E-mail: info@mdna.com. Visit our web site http://www.mdna.com; Subscribe to our blog at http://blog.mdna.com; Follow us on twitter at http://twitter.com/mdnachicago

For additional hotel and travel information in the U.S., contact TTI Travel, Inc. at (866) 674-3476; Fax: (212) 674-3477; E-mail: traveltrade@aol.com; www.traveltradeint.com.