

18 Mai 2010

**viscom 2010, International Trade Fair for Visual Communication  
4 to 6 November 2010, Frankfurt Exhibition Centre**

## **viscom wants to continue its success story in Frankfurt**

“Full of innovations”, “remarkable visitor record”, “a very well organised, extensive supporting programme”: the reactions of the experts to viscom düsseldorf 2009 were unequivocal. In spite of the gloomy economic forecasts, organiser Reed Exhibitions Deutschland continued on seamlessly from the great success of viscom 2008: with almost 11,000 trade visitors, the visitor record achieved in Frankfurt in 2008 was once again exceeded in the Rhine metropolis. This means a solid 22 percent increase in visitor numbers compared to viscom düsseldorf 2007 (8,900).

A success which the trade fair organisers from the Rhine obviously want to continue on the banks of the Main. This is where viscom frankfurt will be held from 4 to 6 November. 300 exhibitors from more than 30 countries are expected at the International Trade Fair for Visual Communication. Once again, viscom offers not just a large variety of exhibitors but, with its extensive supporting programme, also an enormous range of information and services for the entire industry. This includes, in addition to the fair itself, also high-calibre lectures and workshops as well as the presentation of the viscom awards. “The success of the viscom INNOVATION AWARD, which we renamed **BEST of 2010 AWARD**, and of the **viscom Digital Signage Best Practice Award** in the last three years prompted us to again honour outstanding new products and digital signage applications combining particular planning efficiency, creative implementation and success in 2010”, says viscom director Petra Lassahn who is proud of the fact that these two awards have developed into a seal of quality for the industry. In addition, the **viscom Best Practice Award Light Advertising** will be offered for the second time in 2010. This award is to honour light advertising applications demonstrating particular planning efficiency and creative implementation.

The long-established **display SUPERSTAR**, an award for the DISPLAY/PoS segment, will have its viscom premiere. In 2010 it will be offered for the 17th time already, and for the first time at viscom, with gold awards for exhibits from the Short-term, Long-term, International, Digital Signage and Consumer Packaging segments. Another event at viscom: the presentation of the **Platin SUPERSTAR** to the winners of the gold awards in the competitions in Germany, Poland and Italy. The awards form part of the new viscom core segment **DISPLAY/PoS World**. Here viscom presents the full media range for intelligent sales promotion designs, addressing both manufacturers and suppliers of display, PoS and packaging solutions in particular. “For our exhibitors and visitors the concentration of exhibitors from the display/PoS segment in a section of their own is an asset and ideally

complements our established core segments of advertising technology, lighting technology, large format, digital and individual printing as well as finishing technology and digital signage”, comments viscom Director Petra Lassahn.

### **Comprehensive information on Inkjet Printing and Digital Signage**

Once more viscom also offers a comprehensive overview on the themes of inkjet printing and digital printing: for the second time an **Inkjet Workshop** will be held as part of viscom on the second day of the fair. This is the place to learn about the current state of the art in inkjet printing from best practice examples. The successful “Inkjet meets Materials” special show is already seeing its third edition. On some 100 sqm and four display walls, visitors can see and experience some 150 different materials. All exhibited material samples have also been entered in the database run by the material agency raumPROBE and will continue to be available there for research after the trade fair. As part of the “Inkjet meets Materials” special show, visitors can also take part in live presentations every afternoon at “**Meet the Professionals**” and experience products and materials on site. The Inkjet Park will once again be a special meeting point for exhibitors and visitors. In addition to presenting its own award for the industry, viscom will of course also cover the theme of digital signage in a core segment of its own, the **Digital Signage World**. This will again consist of an extensive exhibition section, the presentation of the nominees for the Digital Signage Best Practice Award which will be the largest project presentation in Europe, and the two-day event Digital Signage Days.

**For more information and press photos please visit [www.viscom-messe.com](http://www.viscom-messe.com) or contact the Press Department of Reed Exhibitions Deutschland GmbH:**

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