

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing technologies

drupa 2024 – Press Release No. 26 / 25 March 2024

drupa Imaging Summit 2024: New convention on imaging and print

With its partner “New C”, drupa is creating a new and exciting presentation format. The two-day “drupa Imaging Summit” convention focuses on the relevance of imaging technologies within the context of print and communication and boasts an impressive line-up of speakers.

The past, present and future of photographic innovation, image generation using artificial intelligence or the non-negotiable primacy of sustainability issues – these are the exciting issues in focus at the “drupa Imaging Summit” centring on the printed image, its technologies and business cases. The new convention will be held over two days as part of drupa (28 May to 7 June 2024). 30 and 31 May will see high-calibre speakers deliver over 20 keynotes on the topics of technology, business, sustainability, innovation and artificial intelligence as well as on the special relationship between images, image data and printing. The line-up includes renowned companies such as Adobe, AI Image Lab, Apple, Epson, Felix Schoeller, Fujifilm, Google, Image Engineering and Nikon as well as the Alanus University for Art and Society.

Synergies for image and print

“The imaging and printing industries have many technologies and issues in common as well as overlapping markets which mutually drive each other. This is why we have developed the new “drupa Imaging Summit” in collaboration with ‘New C’, which will flag up new perspectives as well as concrete business potential for the international visitors at the trade fair,” says Sabine Geldermann, Director of drupa, Print Technologies at Messe Düsseldorf.

Wolfgang Heinen, CEO at New C GmbH & Co KG, adds: “Photography and print have always been closely linked: newspapers, magazines, illustrated



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

books, packaging, to name but a few, are all scarcely conceivable without printed images. And their respective technologies also display significant parallels. It is only when images are printed that their content really comes to the fore. The drupa Imaging Summit will highlight what underlying potential these hold for the future.” The media company ‘New C’ looks back on many decades of experience in the tech, imaging and media industries.

From AI to image quality

Artificial intelligence, tomorrow’s print products and the vast opportunities for companies provided by sustainability will be centre stage on the first day of the Convention. The agenda kicks off with **“Imaging Artificial Intelligence: How AI is Shaping the Future of Imaging and Print”**. In several brief keynotes, so-called “Inspiration Snacks”, the speakers will not only share interesting background knowledge but above all practical inspirations for how to improve one’s own business. Subsequently, **“The Imaging Print Products of Tomorrow”** will provide an outlook into the future as well as plenty of input with **“Sustainability as a Competitive Advantage”**. The following get-together rounds off the day’s agenda.

On 31 May the day starts with keynotes on the topic of image quality: **“What does Image Quality actually Mean – and Why is it Important?”** Then the innovation drivers in the industry will be centre stage – **“Innovations as Market Drivers in Imaging and Print”**.

The drupa Imaging Summit 2024 will be held during drupa on the stage of the dna Forum (drupa next age), which connects innovative technology drivers and well-established companies with industry newcomers, young talents and start-ups thereby providing the sector with directional impulses. The Forum can be found in the centrally located Hall 7.0. Admission to the Convention is included in the drupa admission ticket. The conference language is English.

we create the future

28. Mai - 7. Juni 2024

Düsseldorf
www.drupa.de



drupa

no. 1 for printing
technologies

About drupa:

Under the thematic umbrella of the mega trends sustainability and digitalisation the international print and packaging industry will meet at drupa from 28 May to 7 June 2024. The leading global trade fair for print technologies is synonymous with inspiration, innovations, high-calibre knowledge transfer and intense networking. This is where the international top decision-makers of this industry meet and exchange on current technology trends and trail-blazing developments.

Press department drupa 2024

Cornelia Tautenhahn, Senior Manager MarCom (Press & PR)

Anne Schröer, Senior Manager MarCom (Press & PR)

Lea Sassenhausen, Junior Manager MarCom (Support)

Tel: +49 (0)211-4560 -588/ -465 /-993

TautenhahnC@messe-duesseldorf.de;

SchroeerA@messe-duesseldorf.de;

SassenhausenL@messe-duesseldorf.de