

Day one – Wednesday, March 1, 2017



Dr. Christian Friege, Member of the Board of Cewe



My friend WhatsApp

Why the photo and imaging industry has a great future

For many years, the public perception of the photo and imaging industry has been dominated by negative headlines. The decline in camera demand due to the ubiquitous smartphones and the communication with images in social networks often serve as examples that the traditional business models of manufacturers, service providers and retailers are becoming obsolete. Cewe Board Member Dr. Christian Friege, who joined the photo and imaging industry only two years ago from the media and mobile communications sector, has a different view of the market: The enthusiasm of consumers for taking pictures with smartphones and communicating with digital images is not a threat, but should serve as the basis for the successful development of the photo and imaging industry in the digital society. Successful business ideas exist, but many players still have to recognize the opportunities.



Heribert Tippenhauer, Global Director, Photo, Office and Stationery, GfK Retail and Technology



Imaging trendsetters – sales opportunities beyond the limits

The fact that the photo and imaging market is getting bigger rather than smaller is reflected in the growing variety of hardware products. Traditional market segments such as SLR, system or compact cameras are now only a part of a growing assortment in which trend products such as, for example, action cameras, VR and panoramic cameras or multicopters are becoming increasingly important. By means of the latest sales figures, Heribert Tippenhauer shows which products are particularly well received by consumers and which are not, and thus provides important information on the design of a product range that promises not only shortterm sales, but also sustainable business in the future.



Sergey Korzhenevich, Co-Founder and CEO of Relonch, Inc.



How to survive under mobile photography pressure

While everyone has a smartphone camera in his or her pocket, sales of most camera manufacturers are declining. That's why Relonch, a start-up company founded in New York City, has reinvented the picture-taking experience with the world's first "camera-as-a-service". The revolutionary business model, which offers an innovative value proposition, is based on a unique combination of connected camera hardware, sophisticated software algorithms and a mobile application which reinvented how we store photos. Instead of focusing on tech specs, everything is designed to deliver photos look like taken by professional photographers but with outstanding "one button" ease of use.



Alberto Spinelli, Director Digital Service Business, Canon Europe



The Canon digital services and ecosystem strategy

While consumers take more photos on more devices than ever before, they are often overwhelmed by the unmanageable mass of pictures and even get disconnected from them. That's why Canon develops an ecosystem of innovative digital services that help people to relive their memories on any screen, share them with friends, print them in outstanding quality or turn them into personalized merchandise with just a few clicks. The core of this strategy is to create a customer experience that integrates photography in the digital, connected society, while adding a much more emotional touch to the Canon brand.



Hans Hartman, President of Suite 48 Analytics



On stage: Photo and video apps beyond the limits

For the third time already, Hans Hartman, President of Suite 48 Analytics and Chair of the Mobile Photo Connect conference in San Francisco, presents innovative photo and video apps in a particularly enlightening and entertaining, fastpaced show and tell session. Qualified app developers have the opportunity to demonstrate their applications in four minutes and explain their business models. For another minute or two more, they then face the precise questions of Hans Hartman.