



Eduardo López, Iberia Regional BD Director, Photo Imaging & RM & OD, Fujifilm España/Portugal



Photo experiences for the Generation Smartphone: The Wonder Photo Shop

With its global concept of the Wonder Photo Shop, Fujifilm has created unique places that allow the Generation Smartphone to express their creativity via both digital images and traditional analogue photography (instax). Based on the experiences with the Wonder Photo Shop flagship store in Barcelona, Eduardo López will outline how a retail environment of connected printing stations and the opportunity to craft individual picture products on site can create exciting experiences for young customers in photo retailing stores.



Ralph Naruhn, CEO, di support



How to inspire customers to print their pictures

Smartphones not only inspire more and more people to take pictures, but also revitalize the fascination of printed images. This is evident in the success of trend products such as instax instant pictures, but also in the growing demand for prints and picture products of smartphone photos. However, to turn these developments into a sustainable mass market, the access to print services must be further simplified. In his speech, Ralph Naruhn presents the necessary steps to make printing of pictures as easy as sharing, explains how individual suppliers can help to achieve this and points out where the cooperation of the whole industry is in demand. With the Cloud Print Hub, he will also introduce an innovative open platform that makes it easy for customers to order prints and picture products from virtually all vendors.



Hans Hartman, President of Suite 48 Analytics



Photo Engagement Trends

We all know that today's consumers take more photos than ever before, but most of these photos, after quickly being viewed and shared, simply land in the digital equivalent of the proverbial shoebox and are never viewed, shared or printed again. The good news: According to Suite 48 Analytics' new Photo Engagement Trends Report, powerful technologies, artificial intelligence and other innovations make it much easier to aggregate, find and discover specific pictures for (re-)viewing, sharing, printing, enhancing and embedding them in richmedia visual stories. Mobile Photo Connect Chair Hans Hartman will describe the latest photo engagement trends and discuss the opportunities these offer for various players in the imaging ecosystem, including photo app developers, social media networks, digital camera vendors, cloud storage providers, print service providers and photo retailers.

Day two – Thursday, March 2, 2017



Peter Holzer, consultant and lecturer



Even if it hurts – you have to leave your comfort zone!

Changes are not always welcome, but unavoidable. Over the past two decades, the photo and imaging industry has experienced this in a sometimes painful way through the transformation of technologies and markets. Traditional business models have become obsolete – but new opportunities are also emerging. If you want to take them and develop your own potential, it's essential to leave your pleasant comfort zone and move beyond your cherished limits. In his speech, Peter Holzer, consultant, entrepreneur and lecturer at the Business School of the St. Gallen Management Institute (SGMI), encourages you to face this painful process and shape your own destiny.