

## Day two – Thursday, March 2, 2017



Jörg Schamuhn, COO, Yuneec Europe

### More profit with multicopters



The rapidly growing sales of multicopters and the increase in the number of suppliers have led to an intensified competition in the lower market segments, affecting the margins of manufacturers and retailers alike. On the other hand, the upper market segments still offer a lot of potential for active vendors, as multicopters are increasingly used for professional and industrial applications by companies and authorities who need competent advice to select the right flight and camera system. In addition, multicopters with advanced camera performance enable professional photographers to offer their customers photo products and videos with new perspectives.



Helena Babic, Head of Marketing DACH & Public Relations EAMER Imaging Consumer, Kodak Alaris

### Retail 4.0 and the photo printing opportunities



Not only industrial vendors need to respond to the ubiquitous digitization with new 4.0 strategies, but also the retailing trade. Retail 4.0 stands for concepts that enable retailers to develop sustainable business models for the digital society. Helena Babic presents current trends and also highlights the photo printing opportunities at Retail 4.0. After all, the change in technologies makes it possible to move beyond the limits by creating new services and shopping experiences for customers.



Ross Grieve, Photographer

### Big pictures – small cameras



Born in New Zealand and based in Pembrokeshire, the UK, Ross Grieve is a master of portrait, pet, commercial and wedding photography. After developing his passion for photography on film more than 20 years ago, he has since travelled throughout the world on assignments for well known clients including Panasonic, Waldorf Astoria, Mercedes Benz, RSA and Hilton. The award winning photographer, who has lectured in Scotland, England, Wales, Germany (photokina), and Morocco, has embraced innovations such as 4K photography from the very beginning. A Panasonic Ambassador, Ross Grieve will share his experience with the new Lumix GH5 and present stunning examples how to get the best from 4K and even 6K photography for outstanding pictures.



André Hunziker, Founder and CEO of PNA International

### Online Marketing 4.0 – how to win new customers automatically



More than 93 percent of all customers check the Internet before making a purchase. Many companies still respond to these customer preferences with the wrong strategies due to a lack of expertise in Digital Marketing & Sales. To help these enterprises, André Hunziker founded PNA International in 2011. Since then, the company has supported more than 4,000 customers in the development of their own Automated Online Sales System 4.0. In his presentation, Hunziker will outline which fundamental mistakes must be avoided, which components are essential for successful systems, and which processes are necessary to achieve sales almost automatically – with relatively little use of financial and human resources.



Djawad Khorosh, Chief Marketing Officer, Imaging Solutions

### More profit with the right print offerings



To transform the flood of images in the social media into revenues for print service providers and photo, it is necessary not only to promote printing services to the consumers, but above all to offer the right picture products. On the basis of recent studies, Djawad Khorosh shows which products are most popular among the consumers, which services can increase the added value and which market segments offer the biggest potential for the future.