

the individual retailer who offers printing services in his store or webshop. The key feature is that every retailer can, with just a few clicks, register on the platform and define his product range there with individual prices. These offerings then automatically appear on the mobile device or PC of consumers who are looking for a provider in their vicinity. Conversely, developers of mobile or web applications can easily integrate print services into their solutions and make them available to the consumers.

The Cloud Print Hub can cope with the leading print systems; di support nevertheless has leveraged its long experience in the kiosk business to offer the retail trade effective hardware solutions that are very easy to work with. The brand-new Print Cube, for example, allows customers to directly connect and order, and then prints the incoming files fully automatically in the store. For this reason, it can also be used by retailers who are unable or unwilling to invest in sophisticated equipment and trained staff. "With this solution, we are creating a possibility for making photo print services accessible on a much broader basis than before, so that customers can find providers of print products virtually an arm's length away," says Naruhn. And the CEO of di support knows full well that an open platform is not a one-way street. "Of course we are prepared to connect the Cloud Print Hub with other platforms." To do this, adds Naruhn, it will nevertheless be necessary that the photo industry clubs together to give the global retail finishing network the necessary critical mass. "Only then will we, as an industry, have a chance to become a relevant partner for Apple, Facebook, Google & Co."

Koelnmesse establishes new global competence area



Digital Media, Entertainment and Mobility

Koelnmesse, the host of photokina, the world's largest imaging fair, has established a new global competence area for its cross-trade-fair marketing activities: Digital Media, Entertainment and Mobility. The move follows the successful formation of two other consolidated topic areas, namely Global Competence in Food and Global Competence in Furniture, Interiors and Design. In the course of the measure, photokina is also given a new management.

Headed by Christoph Werner, Senior Vice President of Koelnmesse, the new competence area comprises important future oriented events of the Koelnmesse trade show and conference portfolio, including gamescom, dmexco, photokina, Intermot Köln, The Tire Cologne and the new format for Virtual and Augmented Reality, Digility. Markus Oster, a Vice-President of Koelnmesse who was responsible for photokina for many years, now leads the newly formed business unit Health, Education, Art and Culture with the fairs IDS, didacta, Kind + Jugend (an international trade fair for the baby and toddler outfitting sector), Role Play Convention, Art Cologne und Cologne Fine Art.

"Trade fair organizers and their portfolio of events

- in Germany and elsewhere - need a sharp profile and a clear positioning vis-à-vis the customers and the public," said Gerald Böse, CEO of Koelnmesse. "One of our key strategic aims is the creation of market-appropriate competence



The head of the new competence field, Christoph Werner, has already gained experience with photokina as a project manager several years ago.

areas in our trade fair programme." Koelnmesse will soon fill the vice president position of another business unit, Home and Garden. Until then, the associated tasks will be performed by Katharina C. Hamma, Chief Operating Officer of Koelnmesse. In a letter to Koelnmesse's business partners, Böse and Hamma said that Christoph Werner, Member of the Management of Koelnmesse, was a very experienced trade fair expert, who would make the new field of competence an international signpost, as he had already achieved with other divisions. At the same time, Böse and Hamma thanked Markus Oster for his long-standing commitment to the management and development of gamescom, photokina, dmexco and Digility. "Without his achievements and his expertise, these trade fairs would not have the status they have today," the letter said.



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