

Press release – June 2007

VISCOM France 2007

Source of information, ideas and solutions.

The VISCOM Exhibition is the place to go to meet the visual communication professionals. It is being held from the 26th to the 28th September, 2007, in Paris. This event unites 11 sectors, including: sign, signage, digital printing, digital media, screen printing, engraving, cutting, etc.

Visual communication is more and more part of public life, transforming itself, evolving every day: it has been given a fresh boost thanks to new technology which broadens the usage and applications fields.

Dynamic technology and developments in the digital sector are the buoyant niches: the explosion in sales of LCD screens, the advance in computer technology coupled with one-to-one marketing concepts, testify and contribute to the dynamism of this niche. Pilot stages give way to expansion projects and the interest shown by companies in this type of solution continues to grow.

The presence of new technologies, environmental and regulatory types of restrictions, impel those involved in the profession to adapt or to alter their modus operandi in order to stay competitive and continue their presence in the marketplace. **The Viscom Paris Exhibition offers them solutions and a vision of the best that there is at the heart of visual communication.**

Announcing an initial launch and the latest new products: **Durst France** and **3M France** will be at the Viscom 2007 exhibition. Two companies that focus their development around continuous research at the heart of their respective fields.

Durst, creator of novelties and manufacturer of robust machines that satisfy the printer as much as the factory, will be launching the Rho 800, offering innovative improvements and a level of production that is unique amongst UV flat printers.


The **3M France** graphics department will be unveiling a new adhesive film, as well as the Vikuiti, a new, innovative, optical system which will light up your glass surfaces and bring them to life.

BRAND NEW!!! THE DIGITAL MEDIA VILLAGE



After the success of the last two years under the name Digital Signage, Digital Media is now part of the Viscom exhibition. The creators of screen networks for public places will for the third time running present the latest developments in these systems. Screen manufacturers, integrators and software publishers have come together to liven up points of sale, railway stations, airports, hotel chains, etc.

Organized by:

 Reed Expositions

In partnership with:


SYNDICAT NATIONAL
de L'ENSEIGNE et
de la SIGNALÉTIQUE

Reed Expositions France
52-54 Quai de DION-BOUTON
92800 PUTEAUX
France

Announcing initial launches and new products

The presence of "3M France" and of "DURST France" at VISCOM PARIS

3M France will be present on the occasion of this 19th edition, with 3M graphics communications unveiling two of its new products.



Firstly, 3M DI NOC ... a completely new, decorative innovation to "relook" and "design". It comprises a collection of new, decorative, adhesive films, easy to fix on, benefiting from 'Comply' technology, without any air bubbles or creases; the film adapts itself to any location, to all surfaces, without leaving marks, without making a noise, without any odour.

Attractive and very qualitative, it comes in more than 500 variations, covering all interior decoration trends, thanks to the super-realistic material effects: wood, metal, leather, carbon, marble, sand or even textile....

Exceptionally high performing, it has excellent water, dirt, impact and abrasion resistance and even has a fire resistant classification (M1). Certain variations are given a specific anti-UV treatment which allows their use on exteriors.



3M will be presenting Vikuiti, a visual impact from any angle and in any light ... thanks to its innovative optical system.

The range of Vikuiti films and screens use the back-video-projection principle. The video projector is placed behind the screen whereas the spectator is in front of it. The optical system, made from microscopic 3M glass spheres and an absorbent layer, makes it possible to filter out all parasitic lights (shop lamps, sunlight), whilst, at the same time, letting the video-projector image through. This is then subsequently diffused in every direction.



This technology guarantees excellent diffusion results: incomparable luminosity and contrast, totally true colour, 180° visibility and optical resolution.

Vikuiti film gives free rein to one's imagination, its size is limitless and the way it is cut makes all sorts of formats possible (logos, products, etc.).

Durst France is currently launching the sale of the Rho 800 series of inkjet printers for both flexible and rigid projects. First shown at Fespa in Berlin, this production machine will be available for delivery as from September 2007, with a price range of between 300K to 400K Euros.

First type of application: the machine processes flexible and continuous printing surfaces, without length limitation. As an option, an automatic rolling and unrolling system ensures product tension, without any special supervision.

Second type of application: processing panels of rigid materials. The machine operates on each panel in the traditional way. As an option, the operator can load the panels one behind the other instead of feeding them one by one. It is therefore possible to produce, non stop, with a continuous jet printer. *"If a customer needs to work on a rigid medium and a flexible medium at the same time, the additional modules make it possible to use the machine in a completely polyvalent manner and with better output."* The time taken for loading and unloading operations is cut to a minimum.

For more information, visit us on our website: www.viscom-paris.com

A programme of activities for a professional, practical and constructive visit

Understand and exploit visual communication products Conferences



Free, thematic and profession-focused, the programme is there for you to perfect your knowledge and increase your capabilities!

- **Wednesday 26 September 2007**

- ⇒ **Stakes and Challenges of Digital Media (DM)**
(10 to 11 am)
- ⇒ **Compatible inks and proprietary solutions: what is at stake, economically and technologically, for end-user companies?**
(11:30 am to 1 pm)
- ⇒ **The Key Factors for a Successful Dynamic Display Project (DM)**
(2 to 3 pm)
- ⇒ **The REACH regulations: contents, obligations and impact on the print sector**
(3:30 to 4:30 pm)

- **Thursday 27 September 2007**

- ⇒ **The Contribution of Digital Media within the Framework of Corporate Advertising (DM)**
(10 to 11 am)
- ⇒ **How to Measure the ROI of a Digital Media Solution? (DM)**
(11:30 am to 1 pm)
- ⇒ **Dynamic display, a new media communications service for institutions? (DM)**
(2 to 3 pm)
- ⇒ **LED's and/or Neon: which solutions for which objectives?**
(3:30 to 4:30 pm)

- **Friday 28 September 2007**

- ⇒ **Implementing Complementary Technologies for More Efficient Dynamic Displays (DM)**
(10 to 11 am)
- ⇒ **Signs and displays: is there a place for, and what is the role of, exterior advertising in a company's media and communications strategy?**
(11 am to 12:30 pm)
- ⇒ **Can a Digital Media Network be Self-Financed? (DM)**
(2 to 3 pm)

Register on www.viscom-paris.com

The services Village: pick up a turnkey solution

For the fourth year running, the show will be offering a theme space dedicated to service providers in the **sign/ signage sectors and digital printing**. This makes it possible to **clarify what is being offered**; this area will present concrete solutions and make it easy for direct accounts and end-users to meet their desired contacts, within the context of their projects.



THE SHOW IN PROFILE

The show dedicated to large- and extra large-format visual communication

The Show

- **When** : 26-27-28 September 2007, 9.30am-6.30pm (9.30am-5.30pm on 28/09)
- **Where** : Paris Expo – Porte de Versailles, Hall 7/3
- **How often** : Held every year, international in even-number years, domestic in odd-number years
- **Exhibitor profile** : Manufacturers, distributors and service providers

Key figures

In 2007, **180 exhibitors** are expected to sign up for a total gross exhibition area of **12,000 sq.m.**

The Visual Communication France 2005 show (**compared to the 2003 edition**):

+ **8%** exhibitors, of which 18% were foreign

+ **11,2%** visitors (+ 10,000 people in real terms); of these visitors, **80%** were decision makers

Visitor profile (2005 figures)

- **52%** visual communication professionals
- **21%** end users
- **19%** influencers
- **8%** hardware distributors

Visitors by geographic provenance:

Paris and Paris region : **44%**

Rest of France : **44%**

Other countries : **12%**

Reed Expositions : **show organizers**

Reed Expositions France is a division of Reed Exhibitions and organizes 60 trade and general public shows in sectors as diverse as jewellery, art, audiovisual, franchising, house and home, environment, publishing and new technology.

Besides Viscom France, Reed Exhibitions also organizes a number of shows in the visual communication sector in Europe: **Viscom España – Viscom Italy – Viscom Deutschland**

The team:

- | | | |
|-----------------------------------|---------------------|---------------------------|
| • Divisional Director | Laurent Noel | |
| • Event Director | Gildas Rondepierre | Tél.: +33(0)1 47 56 21 19 |
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| • Promotion Manager | Alexandra Bouvard | Tél.: +33(0)1 47 56 24 33 |
| • Sales Manager | Judith Aremon | Tél.: +33(0)1 47 56 50 37 |
| • Web Assistant | Carole Cognard | Tél.: +33(0)1 47 56 67 73 |
| • Marketing – Promotion Assistant | Olivier Lechevalier | Tél.: +33(0)1 47 56 67 79 |

Sectors represented

Signs - signage – large and XL format
digital printing – digital media – finishing –
cutting - engraving – marking – screen
printing – flexography - LED screens –
consumables, etc.

Whom the show addresses

Manufacturers - distributors – service
providers – influencers and direct accounts
(*local government, commerce and retail,
marketing and communication officers,
service providers, etc.*)

france 2007

EXHIBITORS and PARTNERS LIST as of June 21st 2007
(99 exhibitors, 1 co-exhibitors, 2 Services Villages, 2 Digital Media Village & 13 Partners)

3M FRANCE
ACE
ADAPTIVE MICRO SYSTEMS EUROPE
ALEXANDRE FREZAL NUMERIQUE
ALL ROUND
ALTAVIA RVB
ANKERSMIT FRANCE
AROBASE NUMERIQUE
ARTIUM
ATELIER H LE MEE
BEPUB
BGA DIFFUSION
BLUEFOX
BORNEY SA
BRAUMAT
CALDERA
CANON FRANCE
CHANGZHOU HUA R SHENG REFLECTIVE MATERIAL
CO LTD
CHARVET INDUSTRIES
CHORUS
COMPITE-NT SA
CONCEPTS ET TENDANCES
CREATIV COLLECTION VERLAG
CRM-PYGMALION
D2C WINLIGHT
DIATRACE
DIBOSS CO LTD
DOAL CONCEPT
DUNCAN
DUO INDUSTRIE
DURST FRANCE
DISPLAY FRANCE
EDIMETA
EDITIONS SOLUTIONS ET SYSTEMES XEROX GRAND
FORMAT
ENCRE DUBUIT
EPSON FRANCE SA
ESKO
ESP
EUROSYSTEMS SARL
EUROPV
FACELEC
FAF METIER ET SERVICES
FG DISTRIBUTION
FILMEDIA DISTRIBUTION
FILMOLUX SARL
FRANCE GRAPHIQUE
FUTURAMEDIA
GAVASTEL.SA
GAMMA-TEC
GRAPHIC SYSTEMS FRANCE
GRAVOGRAPH INDUSTRIE INTERNATIONAL
HEXIS S.A.
HINCOM
HP
ID NUMERIQUE
INTEGRAL TECHNOLOGIE
INTERSOFT
ISM
JET D'ENCRE MAGAZINE
KALA SAS
KENDU SOPORTES GRAFICOS S.L

MACTAC EUROPE
MARABU FRANCE
MARQUAGE TEXTILE SYSTEME ET TECHNOLOGIE
MBS SIGNALETIQUE SAS
MDC
MECANUMERIC
MEDIAPRESSE SOLUTIONS SARL
MEDIAPRINT
MEDIA ET SECURITE SARL
MGI DIGITAL GRAPHIC TECHNOLOGY
MONBLASON
MULTI AFFICHAGE
MULTILINGUAL GRAPHIC
NEW WAVE
NEWOHM
OCE
OCTANORM
ORGA DISTRIBUTIONS – illy café
POSTEREXPO
PRISMAFLEX INTERNATIONAL
PROFIL INDUSTRIE
PROMATTEX
REPRODUIRE ET IMPRESSION
ROLAND DG MID EUROPE SRL
ROTAPANEL
SAPELMECA
SEIKO INSTRUMENTS
SIDEV DISPLAY SYSTEMS
SIGNAL'ETIQ
SIGN CAFE
SIGN & POP WORLD
SIGNS EUROPA
SMART REPORT
SOLSYSTEMS
STAEDTLER FRANCE
STARCOLOR
STUDIO FX
SYNAFEL
TAYA CANVAS (SHANGAI) COMPANY LTD
TECHNICINEPHOT
THE FLETCHER – TERRY CO
THERMOFLAN SAS
THETASCAN
TIFLEX
TMT DIGITAL
TRODAT DEPARTEMENT TROTEC
TROMARK SAS
UNIVERSAL LASER SYSTEMS GMBH
YAKI
ZHONGSHANSHI SHOWSUNSHINE INDUSTRIAL CO, LTD