

Press release – September 2007

Viscom France reinforces its dynamism

This year once again, the 5000 m2 Viscom France exhibition will host the main actors in the visual communication market with over 150 exhibitors, including 30% exhibiting for the first time. It is now clearer than ever that all trades are represented at this event that over the years has become one of the most important dates in the calendar.

Some of the biggest players in the visual communication market will be at the exhibition, including for example in the **Digital Printing** sector the brands Neolt, Dgi, Océ, Vutek, Sericol, HP, HP-Scitex, Nur, Seiko, Xerox Grand Format, Colorspan, Epson, Luscher, Epson, Mimaki, Agfa, Roland, Durst, Augend, Sun and Canon.

The other sectors at the show are not to be outdone with concurrent activities:

Signs / Signage : 72 exhibiting companies
Finishing : 64 exhibiting companies
Engraving : 17 exhibiting companies

Digital Media continues to develop within the exhibition for the 3rd year with 14 companies present. This high-growth sector will be represented by specialists like Altavia-RVB, Sidev, Futuramedia, Innes, 3M, Blue Fox or even Media Sécurité.

Viscom France also hosts foreign markets: **25 companies from 15 countries**, bringing international representation to 17%, will be showcasing their skills against a background of increasingly intense foreign competition.

Innovative products and solutions

The exhibition will present numerous innovative products and solutions.

These will include the new large format 7142 colour printer by **Xerox**, the NEO UV LED 25, based on new technology patented by **Sun Company**, **Blue Fox** and its multimedia content, **Kendu** that will present Smart Frame, a revolutionary system combining an aluminium structure with digital print on top quality textile, **Johnson Window film** will be there with an exhaustive line of films, for automobiles, for buildings and security, designed by and for professionals.

TRIPETTE & RENAUD IMAGE and **EFI | VUTEk** will use the show to announce their new partnership in the French market. Backed by over half a century of experience in the field of supplying equipments and consumables for graphic arts, **TRIPETTE & RENAUD IMAGE** will showcase the jewel in the EFI flatbed UV range, the model **VUTEk QS2000**.

Graphic systems will offer the whole range of easymout© large format laminators, trimmers and their new launch for 2007: a semi-automatic film coating machine for small and medium-sized series, **MATRIX©**.

Media & sécurité, a subsidiary of **TEB** (experts in video surveillance for 30 years), markets **Co-Line Network**, a unique solution combining dynamic communication and video surveillance.

Multigraphic (Multilingual Graphique) will offer advanced finishing solutions, with digital flatbed cutting tables; **Display France** (Expand group) is a specialist in the manufacture and sale of portable exhibition structures.

There will be many other product launches to discover as you make your way through an exhibition bringing you into a world of investigation.



A full programme of Conferences

The programme of conferences is particularly rich with 11 conferences offered and a major focus on Digital Media. Free of charge, thematic and trade-oriented, they tackle subjects as diverse as « The issues and challenges of Digital media », « The key factors for a successful dynamic display », « The contribution of Digital Media in the context of Corporate Communication », « Signs and Display: what place, what role for external communication in the company's media and communication strategy? » or even « The REACH regulation: content, deadlines and impacts on the print sector » or as well « How to measure the ROI from a Digital Media solution ». **You will find the whole programme and how to register on www.viscom-paris.com.**

From visual communication to the art gallery...

Exhibitors accompanying their customers to the VIP club will be amazed as they relax with a drink in a real art gallery where works by internationally recognised contemporary French painters will be on display. The works of **G rard Valtier**, one of the 10 most sought-after French artists, or **Alf rio Maugeri** and **Fran ois Boucheix** will delight the eyes of informed art lovers.



THE SHOW IN PROFILE

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:

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|-----------------------------------|---------------------|---------------------------|
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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.)