

Press release – April 2007

Viscom France 2007

INFORMATION, ACTIVITIES AND EMOTIONS

The total advertising market saw a rise of 2.1 % in 2006 compared to 2005 and reached a total of 32.52 billion euros.

In this context, advertisers invested a total of 1.414 billion euros in outdoor advertising, that is to say 4.4 % of total expenditures and 12.56 % of "big historical media" expenditures. These values were stable compared to 2005.

Outdoor advertising is ranked third out of all the big media ahead of radio and cinema, with the press and television just behind it. It can also be noted that outdoor advertising expenditures exceed the daily newspapers expenditures (Regional and National newspapers for a total of 1.080 Billion euros), are 3 times those of trade publications (0.498 billion). (Source : IREP survey – France Pub)

Outdoor advertising includes wide format (outdoor advertising), transport (metro-bus networks, etc.), street furniture and other formats (signs 60x80, etc.)

All these technologies, products and tools are presented at the Viscom show!

Ever since it first began, the show has been in constant progression and has registered record Figures*:

+ 71% exhibition area

+ 52% exhibitors

+ 62% visitors

(*Evolution since 2001)

Now in its 19th year, Europe's leading visual communication show is richer than ever with new products, new players and new areas of application.

What's in store at the 2007 show...

... and how to ensure your visit is instructive, productive, and hassle-free

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.

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 trademark/ signage sectors and digital printing. This space will present concrete solutions and will allow visitors to meet the appropriate contact person in the context of their projects.

THE CONFERENCES: understand and exploit the visual communication technologies

Because communicating is also an exchange, the Viscom France show is once again planning to organize conferences for the 2007 edition that will be organised with visual communication professionals: **11 plenary sessions and theme-based conferences over a three day period, with more than 30 participants, speaking about themes as diverse as Digital Media, printing, trade-marks, regulations, etc.**

Access to the conferences will be free of charge if you show your entrance badge.

📅 Wednesday 26 September 2007

Digital Media

10 to 11 am: Theme-based Conference – Stakes & Challenges of Digital Media

- * Technological and economic situation of the market
- * 2007 data and medium-term trends
- * Point of view of the some of the sector's major players

11:30 am to 1 pm: Plenary Session – Compatible Inks: Stakes & Challenges in the Open/Closed Systems Debate

- * Position of the different players
- * Guarantees, maintenance, finished product quality ...
- * Economic and technical stakes

Digital Media

2 to 3 pm: Theme-based Conference – The Key Factors for a Successful Dynamic Display Project

- * Clarification of aims and project design
- * Specific implementation: the different steps
- * The experience of 2 businesses differing in size and sector

3:30 to 4:30 pm: Theme-based Conference – New Environmental Challenges: REACH

📅 Thursday 27 September 2007

Digital Media

10 to 11 am: Theme-based Conference – The Contribution of Digital Media within the Framework of Corporate Advertising

- * What are the possible applications of Digital Media within this framework?
- * Presentation of a Business Project

Digital Media

11:30 am to 1 pm: Plenary Session – How to Measure the ROI of a Digital Media Solution?

- * Which tools enable the real impact of a Digital Media solution to be measured at an outlet?
- * Can it be compared with traditional POP advertising tools and supports?
- * Expert opinions and the experience of businesses

Digital Media

2 to 3 pm: Theme-based Conference – Building a Dynamic Advertising Network for a Local Authority

- * Designing and implementing a true advertising project for an entire organisation
- * Involving government and private partners for successfully extending and enriching the network
- * Results X months after the project's launch

3:30 to 4:30 pm: Theme-based Conference - LED vs. Neon or LED + Neon?

- * Main statistics about the current market and its development
- * The importance of the availability of maintenance and customer service
- * Presentation of 3 case studies: which technologies to choose for which applications and which aims

 **Friday 28 September 2007**

Digital Media

10 to 11 am: Theme-based Conference – Implementing Complementary Technologies for More Efficient Dynamic Displays

* Interactive displays, interactive windows, mobility, etc. Specific achievements and prospectives

11 am to 12:30 pm: Plenary Session – The Place & Role of Outdoor Advertising in the Range of Business Advertising Tools – Signs & Displays

* Changing a sign at an outlet: impact on customer numbers and the increase in turnover

* Importance and impact of displays: situation – market study

* Consolidating brand awareness and /or increasing product sales: the role of outdoor advertising

* The new boundaries of outdoor advertising (displays, large format, signs, new media, etc.)

* Expert opinions and the experience of businesses

Digital Media

2 to 3 pm: Theme-based Conference – Can a Digital Media Network be Self-Financed?

* How to self-finance by integrating advertising into your display

* Benchmarking with practices developed in English-speaking countries

MARKET NEWS:

Since October 2006, we now offer on line (www.viscom-paris.com / Info) a new column which is completed every two weeks with new articles about the visual communication market: there are currently more than 60 articles dealing with the latest news, the figures for the sector, evolutions, etc. Digital printing, trademarks, signage, advertising are some of the examples of the themes that will be written about.

THE ILLY CAFFÈ SPACE:

Visitors and exhibitors are invited throughout the show's opening hours to come and taste a real Italian espresso offered by our partner illy caffè.

An area has been specially set up to accommodate the café which is situated near the Agora, where the conferences will be taking place.



Show contact

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Photos available upon request.

Logo library on www.viscom-paris.com.



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, 74 exhibitors are already signed up for a net exhibition area of + 3,076 sq.m.
 In the long run, 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 Noël
- Event Director : Gildas Rondepierre Tel: +33 (0)1 47 56 21 19
- Promotion Manager : Alexandra Bouvard Tel: +33 (0)1 47 56 24 33
- Sales Manager : Judith Aremon Tel: +33 (0)1 47 56 50 37

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.)