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#dmexco #2016 #experience

dmexco's main sponsor Adobe is bringing the Experience Business to dmexco 2016

Adobe is the official Platinum Sponsor of dmexco 2016 and also the Gold Sponsor of the event's conference. Adobe's appearance at dmexco focuses on a new type of customer experience that is becoming increasingly important for the marketing, media, and communications industry. It's clear that companies that wish to be successful today and in the future have to get seriously involved in the "Experience Business". Adobe will show how companies can do this in the most efficient way in Hall 7 at dmexco (Stand A11 B016).

As a main sponsor of dmexco 2016, Adobe will enable visitors to directly experience the age of the Experience Business in Hall 7 (Stand A11 B016). This year it will be considerably expanding its presence at dmexco, the global business and innovation platform. The focus of its multilevel involvement in dmexco will be on the question of how content and data can be combined to create convincing digital experiences for customers. Together with its partners Arvato, dmc, Ecx.io, Namics, Publicis Pixelpark, Profondo Reply, and Unic, Adobe will present future-oriented demo scenarios and concrete best cases from the Adobe Marketing Cloud concerning the customer experience, cross-channel marketing, data-driven marketing, mobile marketing, and programmatic advertising. The digital experts from Adobe will also inform visitors about all the current innovations in the Adobe Marketing Cloud and will be available for in-depth discussions at any time. Another highlight of Adobe's participation this year will be the interactive installation "The Future of Shopping" at the Adobe stand, which will show how the offline world and



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the online one can be connected in order to ensure that the brand customer experience in stationary retail stores no longer lags behind the world of digital shopping.

Valuable practical knowledge for getting started in the Experience Business

Adobe will be supporting companies on their way into the Experience Business not only at its own stand but also within the framework of the high-powered conference program of dmexco 2016. In the exclusive session titled "The Power of Great Experiences" (on the main stage of the Congress Hall at 1:45 p.m. on September 14), speakers including Suresh Vittal, Vice President of Marketing Strategy at Adobe, and Andy Gall, CTO of Red Bull Media House, will explain how brands can benefit from consistent, relevant, and personal customer experiences. Timo Kohlberg, Product Marketing Manager at Adobe, will talk about the growing influence of data on content marketing at the seminar titled "Leading the Experience Business Wave by Turning Data and Content into Context" (Seminar 4 at 10 a.m. on September 15). The much-discussed customer experience can be created only if companies transmit the right content to the right person through the right channel at the right time.

Stefan Ropers, Managing Director Central Europe at Adobe: "As the global business and innovation platform of the digital economy, dmexco is one of the absolute must-attend events. This year Adobe is more involved with dmexco than ever before. Here we would like to support marketers from all over the world as they continue to promote digitization for the benefit of their customers. Today every aspect of a company is affected by digitization: processes, infrastructure, systems, and business models. Everything is either already digital or will become digital. Everything is changing. Within this context, Adobe is offering the right solutions."

Christian Muche and Frank Schneider from dmexco: “We’re delighted to have Adobe at our side as a main sponsor that is taking a close look at the increasingly important theme of customer experience at dmexco. As one of our trend topics, it plays a central role in both the dmexco trade fair and the dmexco conference. In addition, in the new Experience Hall we have created a completely new theme world that illuminates the current developments and marketing opportunities of a new kind of customer experience that is made possible by groundbreaking technologies. Adobe is thus also ideally supporting dmexco in terms of content!”

An overview of the Adobe presentations at dmexco 2016:

- **Session “The Power of Great Experiences”**
Suresh Vittal (Vice President of Marketing Strategy at Adobe) & Andy Gall (CTO of Red Bull Media House)
September 14, 1:45 p.m., Congress Hall
- **Seminar “Leading the Experience Business Wave by Turning Data and Content into Context”**
Timo Kohlberg, Product Marketing Manager at Adobe
September 15, 10 a.m., Seminar 4



Main sponsor #Adobe brings the Experience Business to #dmexco #2016 – <http://adobe-news.de/016/dmexco/register/anmeldung.html>



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global trade fair and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional sponsor of the trade fair and conference.

dmexco is organized by Koelnmesse.

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.