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#dmexco #expo #conference #2017

Business meets future: New marketing perspectives in the dmexco World of Experience

From the Internet of Things (IoT) to virtual reality: In the connected world, the focus is on consumers and their personal experience. Important insights into the marketing communication and technologies of tomorrow are provided by dmexco in its "World of Experience" expo special, and in the conference's Experience Hall. For more information about the dmexco World of Experience, visit <http://dmexco.com/world-of-experience>. The complete program of the dmexco Experience Hall is now available at http://dmexco.com/conference_program.

Carmakers will become mobility platforms; food brands will conquer the smart kitchen with content and commerce; the travel industry will use virtual reality to generate emotional wanderlust. This opens up new perspectives for marketing communication. dmexco 2017 shows how current technology trends and visionary possibilities in communication are already being used in daily business, in its much larger World of Experience in hall 9 and the Experience Hall in the Congress Center North.

Connected products and new business in the World of Experience

With its World of Experience expo special, dmexco 2017 establishes the innovation hub for the marketing communications and technology of tomorrow. There, leading brands and service providers showcase their connected products, new consumer experiences and new ways of doing business. These exhibitors include 3spin, Accenture, Beaconinside, Brandlocal,



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Associated Federation



Commercetools, Denkwerk, Favendo, Hyve, Location Based Marketing Association, Loyalty Partner Solutions, Lufthansa, make/c video content marketing, Merck, Microsoft, Mobalo, Navispace, Picanova, Radioscreen, Reply, Reprise Media (IPG), Sensiks, Snap and other first movers in the connected world. Areas of thematic focus include the Internet of Things, artificial intelligence, voice technology, virtual and augmented reality, and numerous facets of the smart home. One of the many highlights: the first real-time emotional video installation, by Denkwerk. In the World of Experience, the digital agency shows for the first time how quickly facial and emotional recognition already work today, and the wide range of possible uses. For all the information about the dmexco World of Experience, visit <http://dmexco.com/world-of-experience>.

Inspiring live demos and sessions in the dmexco Experience Hall

More of the mega-trends for the connected world can be seen on the dmexco stage in the Experience Hall: In exciting sessions and impressive live demos, renowned industry experts and thought leaders will provide 700 spectators a glimpse into the (not-so-distant) future of digital business. Among the presenters: Michael Zawrel (Product Manager HoloLens & Devices Microsoft), Thomas Reiter (Astronaut ESA), Andreas Heyden (CEO DFL Digital Sports), Beate Rosenthal (CDO Merck), Jon Collins (President of Integrated Advertising Framestore), Torsten Wingenter (CDO Lufthansa), Jordan Bitterman (CMO IBM Watson Content & IoT Platform), Howard Lerman (Co-Founder & CEO Yext), Chad Stoller (EVP Global Innovation Director UM), and Richard Robinson (Vice President of Commercial Cambridge Analytica). The complete program of the dmexco Experience Hall is now available at http://dmexco.com/conference_program.

dmexco tickets are available at <http://dmexco.com/tickets> – for just €99 until August 21.



New #marketing perspectives in the #dmexco World of Experience

– <http://dmexco.com/world-of-experience> Tickets:

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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for "Pure Business," brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco — the world's leading exposition and conference of the digital economy. The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the

conceptual and professional sponsor of the exposition and conference.

dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You

can find all the information about dmexco 2016, as well as photos, videos,
and original audio material, at www.dmexco.com,

www.facebook.com/dmexco, <http://twitter.com/dmexco>, and

www.youtube.com/dmexcovideo.