

THURSDAY, MAY 20

Workflow Designed with You in Mind 11:00

When it comes to Kodak's innovative print consultancy, it's all about you. Your needs. Your business objectives. And finding the fastest way to grow your business. Discover how KODAK Unified Workflow Solutions develops one-to-one workflow strategies that are custom-built for your commercial printing environment.

- Sidney Bobb, British Association for Print and Communication, Moderator
- Adam Prince, Epicor
- Matthieu Bossan, Kodak
- Jon Bracken, Kodak

The Proof is in the Package 12:00

Package printers face increasing pressure from brand owners to increase quality, reduce cost, ensure consistency, and provide accurate proofs. And as brands become more global, packaging must remain consistent from region to region. Learn how Kodak new packaging technologies address the needs of global brands in multiple local markets.

- Grant Blewett, Kodak, Moderator
- Lesley Hide, European Flexographic Technical Association
- John Hart, Firstan
- Dave Jarvis, PrintQuest
- Emma Schlotthauer, Kodak

Le Changement, Source D'Innovation (session en Français) 1:00

Croyez-vous vraiment tout savoir de l'impression numérique ? Réfléchissez. La technologie jet d'encre KODAK Stream agite le secteur à plus d'un titre. Et cela commence avec la nouvelle plateforme PROSPER qui répond à la demande d'un large panel d'utilisateurs avec des applications innovantes.

- Marie-Luce Delaune, Kodak, Moderator
- Pascale Ginguéné, Unic French Graphic Arts Association
- Patrick Cahuet, IPRIMEconcept
- Christian Devambaz, Sagim
- Erwin Busselot, Kodak

Easy Steps to TransPromo Success 2:00

Approaching TransPromo can be as easy as 1, 2, 3. Learn how to give your data printing organization a chance to try things out, practice with messaging, experiment with new designs, measure their effectiveness, and ultimately—build a closer relationship.

- Ralf Schlozer, InfoTrends, Moderator
- Enrico Barboglio, Document Magazine
- Loïc Lefebvre, Data One
- Pat McGrew, Kodak

The Power of Social Media in the Print Industry (Tweet-up with tea and scones to follow) 3:00

With all the hype about social media, what works for commercial and package printers? Learn about best practices and what it takes to get started in 'socializing' with your clients.

- Jenny Cisney, Kodak, Moderator
- Matt Whipp, PrintWeek.com
- Eddy Hagen, Flemish Innovation Center for Graphic Communication
- Pat McGrew, Kodak

"The Future of Print," by Frank Romano (Book signing to follow) 4:00

Print. It's an important part of society and reflects the habits and needs of consumers, but new commercial print technologies are transforming the way we interact with print. Hear Frank Romano talk about these changes and his new book "The Future of Print in the 21st Century," and get your own autographed copy after the discussion.

- Chris Payne, Kodak, Moderator
- Frank Romano, author "The Future of Print in the 21st Century"

Lifetime Print Ambassador Award 5:00

Print plays a powerful role in our world, that's why Kodak created the Print Ambassador Lifetime Achievement Award—to recognize the "people behind print"—those who have shown great effort and commitment to promoting print as a vital part of communications in our work and in our lives.

- John O'Grady, Kodak, Presenter
- The Rt. Hon. the Lord Heseltine CH, Recipient

Sessions and speakers subject to change.

FRIDAY, MAY 21

GREEN. It's the New CMYK 11:00

Ready to roll up your sleeves and learn about environmental issues and their impact on the printing industry? Our panel of experts will discuss the benefits of sustainability and how an investment in this area can actually help commercial and package printers save money and grow your business.

- Laurel Brunner, Digital Dots, Moderator
- Dale Wallis, British Printing Industries Federation
- Gordon Davidson, Solutions for Quality
- Greg Batts, Kodak

Uncovering Profits in Prepress 12:00

Advances in prepress and platemaking continue to improve commercial and package operations. The latest digital plates take that efficiency even further—helping with quality, efficiency, and predictability. Hear more about these advances from the experts.

- Gareth Ward, Journalist, Moderator
- Alexander Surgeon, Alito
- Kevin Cazabon, Kodak
- Peter Trampler, Kodak

India: The Next Big Thing 1:00

Kodak's new local plate finishing operation is playing a major role in the emerging commercial print market of India. Our panel of experts will analyze the market dynamics and competitive landscape and offer insight on what it takes to succeed in this rapidly expanding market.

- Etienne Van Damme, Kodak, Moderator
- Nikumb Bhalchandra, Kodak
- Arnab Maiti, Kodak
- Steve Green, Kodak

Meet ROMI. Your new Best Friend 2:00

Smart marketing starts with infusing print media into other marketing communications—web, text messaging, broadcast—you name it. Learn how this strategy enables commercial printers to create more effective, broader reaching campaigns. And more importantly, cozy up to increasing return on marketing investment.

- Chris Payne, Kodak, Moderator
- Sidney Bobb, British Association for Print and Communication
- Terry Hannan, Synergie
- Dave Wigfield, Kodak

Hello. My Name is <NexPress Print Genius> 3:00

KODAK NEXPRESS Digital Production Color Presses customers discuss the commercial printing benefits of dimensional clear and other differentiating features of the KODAK NEXPRESS SE Digital Production Color Platform family.

- Chris Jordan, ClearEdge, Moderator
- Terry Hannan, Synergie
- Tim Lance, X1
- Andreas Nielsen-Haberl, Kodak

Meet the Artist - Gaby Gaby 4:00

Watch this creative genius transform cardboard boxes of Kodak printing plates into works of art. Gaby will speak about his life, his painting techniques, and the art he is creating at IPEX for Kodak. Gaby will be autographing his interpretation of the Selfridges Birmingham Building for all visitors to the Kodak booth.

- Madlen Nicolaus, Kodak, Moderator
- Gaby Gaby, Artist and Painter

Sessions and speakers subject to change.

SATURDAY, MAY 22

Exploring the Paper Frontier 11:00

Often an afterthought, deemed to be a commodity, paper making is both high technology and high volume manufacturing. Hear paper industry technical experts discuss research investments underway to advance the development of paper technology for improved printing and publishing.

- Laurel Brunner, Digital Dots, Moderator
- Anne-Sophie Gombart, Sappi Fine Paper
- Satoshi Kaneko, Mitsubishi Paper Mills
- Jim Niemiec, NewPage Corporation
- Jennifer Pennington, Kodak

Print as the new Digital Marketing Medium 12:00

Marketers know that email campaigns are inexpensive—but they also are frequently ineffective. However, today's digital print capabilities make print just as important as other digital communications channels and actually increase effectiveness when used together. Learn more about the role of commercial print in an integrated digital communications campaign.

- Pat McGrew, Kodak, Moderator
- Karsten Müller, MSP
- Marie-Luce Delaune, Kodak

Designing Print Systems with Printers in Mind 1:00

KODAK Stream Inkjet Technology is poised to significantly change the way the industry thinks about digital printing. Learn how the new KODAK PROSPER Press Platform addresses the needs of publishers and commercial printers with innovative applications.

- Peter Lancaster, Consultant, Moderator
- Dan Denofsky, Kodak

Direct Mail: Designing for Success 2:00

Direct mail represents a tremendous opportunity for commercial printers and marketers. Learn how to use new digital printing technologies to design successful direct mail campaigns.

- Pat McGrew, Kodak, Moderator
- Tim Lance, X1
- Ad Sies, Kodak
- Thomas Wimmer, Kodak

Hello. My Name is <NexPress Print Genius> 3:00

A discussion of the commercial printing benefits of dimensional clear and other differentiating features of the KODAK NEXPRESS SE Digital Production Color Platform family.

- Chris Payne, Kodak, Moderator
- Tim Lance, X1
- Charles Hura, Kodak

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- Jonathan Ghent, Kodak, Moderator
- Gaby Gaby, Artist and Painter

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SUNDAY, MAY 23

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- Peter Lancaster, Consultant, Moderator
- Dan Denofsky, Kodak

ColorFusion: Add High Value to High Volume 1:00

The KODAK PROSPER S10 Imprinting System with process color capabilities enables commercial printers to maximize new digital print technologies on traditional offset and web finishing lines. Learn how this new capability can enhance communications and promotional materials for commercial print applications.

- Peter Lancaster, Consultant, Moderator
- Pat McGrew, Kodak
- Dan Woellert, Kodak

Meet the Artist - Gaby Gaby 2:00

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- Jonathan Ghent, Kodak, Moderator
- Gaby Gaby, Artist and Painter

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TUESDAY, MAY 18

KEYNOTE PANEL Change Inspires Innovation 11:00

Think you know how the industry views digital printing? Think again. KODAK Stream Inkjet Technology is shaking things up in more ways than one. And it starts with the new KODAK PROSPER Press, which meets the needs of publishers and commercial printers with innovative applications.

- Antonio M. Perez, CEO, Kodak, Host
- Giorgio Albertini, RotoMail
- Giovanni Antonuzzo, RotoMail
- Tom Fenske, Fenske Media

Once Upon a Time: The Story Behind the Invention of Stream 12:00

Hear how KODAK Stream Inkjet Technology came about from listening to customers and developing a platform to meet their needs. Learn more about the fundamental technologies behind this revolutionary printing system.

- Jim Hamilton, InfoTrends, Moderator
- Terry Taber, Kodak

The Next Chapter in Book Publishing 1:00

The rise of digital books has publishers writing the next chapter in book publishing. And that means transforming book printing into a just-in-time, short-run and local business opportunity. Optimize your supply chain with printing that's on time, on-demand and on the money. Learn how from industry leaders ready to discuss how book publishing will prosper in a digital world.

- Jim Hamilton, InfoTrends, Moderator
- Kate McFarlan, Clays
- Kevin Joyce, Kodak

Designing Print Systems with Printers in Mind 2:00

KODAK Stream Inkjet Technology is poised to significantly change the way the industry thinks about digital printing. Learn how the new PROSPER Platform addresses the needs of publishers and commercial printers with innovative applications.

- Ralf Schlozer, InfoTrends, Moderator
- Ronen Cohen, Kodak

Digital Success Secrets 3:00

Discover the keys to becoming a successful digital printer. Join us for a lively discussion on what it takes to create successful marketing campaigns for your customers. And more importantly—grow your commercial printing business.

- Chris Jordan, ClearEdge, Moderator
- Giorgio Albertini, RotoMail
- Giovanni Antonuzzo, RotoMail
- German Sacristan, Kodak

"The Future of Print," by Frank Romano (Book signing to follow) 4:00

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- Chris Payne, Kodak, Moderator
- Frank Romano, author "The Future of Print in the 21st Century"

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WEDNESDAY, MAY 19

GREEN. It's the New CMYK 11:00

Ready to roll up your sleeves and learn about environmental issues and their impact on the printing industry? Our panel of experts will discuss the benefits of sustainability and how an investment in this area can actually help commercial and package printers save money and grow your business.

- Laurel Brunner, Digital Dots, Moderator
- Freddie Kienzler, Formara
- Dale Wallis, British Printing Industries Federation
- Greg Batts, Kodak

Workflow Designed with You in Mind 12:00

When it comes to Kodak's innovative print consultancy, it's all about you. Your needs. Your business objectives. And finding the fastest way to grow your business. Discover how KODAK Unified Workflow Solutions develops one-to-one workflow strategies that are custom-built for your commercial printing environment.

- Chris Jordan, ClearEdge, Moderator
- Jon Bracken, Kodak
- Matthieu Bossan, Kodak

Think Global. Print Local 1:00

Challenges lead to opportunities. Especially with managing a global business while maintaining brand integrity. Learn how KODAK FLEXCEL NX System and KODAK Web to Print Solutions help package printers service diverse markets and contain costs.

- Chris Jordan, ClearEdge, Moderator
- Chris Tonge, Ultimate Packaging
- Malcolm Miller, Miller Malta
- Gary Cullum, Production Journal
- Grant Blewett, Kodak

What We Think — The Analyst Viewpoint 2:00

Recession. Worldwide financial crisis. What does it mean for the printing and packaging industries? Are there signs of a recovery? And if so, how do you spot them? Big questions demand big answers. Hear from a panel of experts ready to discuss the market evolution, from sales productivity signs to the ever-changing competitive landscape.

- Chris Payne, Kodak, Moderator
- Ralf Schlozer, InfoTrends
- Ed Boogaard, Analyst
- Sidney Bobb, British Association for Print and Communication

Exploring the Paper Frontier 3:00

Often an afterthought, deemed to be a commodity, paper making is both high technology and high volume manufacturing. Hear paper industry technical experts discuss research investments underway to advance the development of paper technology for improved printing and publishing.

- Ad Sies, Kodak, Moderator
- Susanne Oste, Ziegler Papier AG
- Raino Kauppinen, Stora Enso Oyj
- Susanna Nieminen, VTT Technical Research Center

Women in the Printing Industries 4:00

Meet the women shaping the printing industry today. These women have established themselves as business-savvy leaders who understand the challenges and opportunities in the printing industry. Our panel will talk about the experience of succeeding in in this challenging and dynamic industry.

- Pat McGrew, Kodak, Moderator
- Jo Francis, PrintWeek UK
- Lesley Hide, European Flexographic Technical Association
- Gudrun Baunach, Kodak

Meet the Artist - Gaby Gaby 5:00

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- Gaby Gaby, Artist and Painter

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Live from IpeX, it's the K-Zone

The K-Zone features industry experts, influencers, and print professionals discussing the latest trends in graphic arts and how to manage the changing landscape while identifying and capturing the exciting growth opportunities. For recorded videos or more information, visit www.kodak.com/go/ipeX.



TEXT TO WIN a KODAK Zi8 Pocket Video Camera

A daily trivia question will be posted on monitors throughout the Kodak booth — simply text your answer to be entered into a daily drawing for a KODAK Zi8 Camera.

Text "Kodak" plus your answer
to: 60070 (UK number) or
+44-779-780-1382.

See www.kodak.com/go/ipeX for rules. Message and data rates may apply.

Kodak

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Kodak Stand Number: 09-E320