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Program for Wednesday, 21.04

Stream I

connected consumer

All times in CEST

10:15 A.M. – 10:20 A.M.

Welcome Session

10:20 A.M. – 11:00 A.M.

James Sommerville, LLC - „KNOWN UNKNOWN“
The creative business model of tomorrow. The cusp of another revolution.



11:00 A.M. – 11:40 A.M.

Jan Krausmann, OE-A
(Organic and Printed Electronics Association),
Thomas Kolbusch, Coatema Coating Machinery GmbH,
Dr. Ofer Shochet, Copprint Technologies Ltd.:
Conductive copper ink for additive electronics - sustainable circuit boards



11:00 A.M. – 11:20 A.M.

Alexandra Röhl, TKM GmbH:
TKM Group Solution App



11:20 A.M. – 11:40 A.M.

Andreas Ding, Mosca GmbH:
Digitalization by Mosca - Get ready for Industry 4.0



11:40 A.M. – 12:10 P.M.



11:40 A.M. – 12:00 P.M.

Sascha Ungewiss, Gefertec GmbH:
3D Metal Printing



12:10 P.M. – 12:30 P.M.

Break

12:00 P.M. – 12:30 P.M.

Break

12:30 P.M. – 12:50 P.M.

Olga Munroe,
The Retail Institute, Leeds Beckett University:
Increasing Consumer Satisfaction Using Sensory Packaging



12:30 P.M. – 1:10 P.M.

Peter Buttiens & Thomas Poetz, ESMA:
The Roadmap of textile printing



12:50 P.M. – 1:10 P.M.

Steve Knight, Digital Direct Technologies Ltd:
Opportunities for Digital Print In Product/Brand Protection with some Lessons from Security Print PART I



1:10 P.M. – 1:20 P.M.

Break

1:20 P.M. – 2:00 P.M.

Kristin Kain, Strategic Advisor,
Jan De Roeck, Esko-Graphics BV,
Sebastian Hardung, print Group,
James Nelson, Electronics for Imaging:
Use case - a just-in-time print supply chain that connects brands and consumer



1:20 P.M. – 1:40 P.M.

Andrea Glawe, KROENERT GmbH & Co KG:
R2R processing - Future applications beyond hardware for printes electronic - Upscaling of processes from Lab to Fab



1:40 P.M. – 2:00 P.M.

Maria Knauer, Jürgen Käser, Voith:
Data-driven optimization of printing results



2:00 P.M. – 2:20 P.M.

Roman Strauß, LEONHARD KURZ Stiftung & Co. KG:
Using the web and 3D technology to connect to the customer - Use cases from online print to predictive workflows



2:00 P.M. – 2:20 P.M.

Jeremy Lindley, Diageo:
The power of distinctive brand codes



2:20 P.M. – 2:35 P.M.

Break

2:35 P.M. – 3:10 P.M.

Break

2:35 P.M. – 2:55 P.M.

Ralf Scharf, Baumer hhs GmbH
Sustainable Solutions for packaging production



2:55 P.M. – 3:10 P.M.

Break

3:10 P.M. – 3:50 P.M.

Peter Buttiens, ESMA
Dr. Marc Van Parys, Unitex:
The reshuffle of textile printing

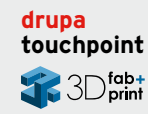


3:10 P.M. – 5:10 P.M.

Prof. Dr. Gunter Hübner, Stuttgart Media University,
Prof. Dr. Martin Habekost, Ryerson University,
Prof. Dr. Anastasios E. Politis, HELGRAMED - Hellenic Union of Graphic Arts and Media Technology Engineers
Prof. Luk Bouters, Artevelde University of Applied Sciences,
Frank Romano, Professor Emeritus, RIT School of Graphic Media Science and Technology,
Beatrice Klose, Integraf,
Prof. Dr. John R. Craft, Appalachian State University,
Jan De Roeck, Esko-Graphics BV,
Jörg Hunsche, HP Deutschland GmbH:
Symposium: Bridging Education, Research and Industry in Graphic Communication, Print and Media

3:50 P.M. – 4:10 P.M.

Stephan Braun, KSB SE & Co. KGaA:
Manufacturing of parts for pressure equipment with additive manufacturing, especially PBF-LB (powder bed fusion - laser beam)



4:10 P.M. – 4:30 P.M.

Break

4:30 P.M. – 4:50 P.M.

Luca Ferreccio, Patrizia Moschella,
NABA - Nuova Accademia di Belle Arti di Milano:
NABA & EPDA for TPP // Most Advanced Yet Acceptable



4:50 P.M. – 5:10 P.M.

Bodo Schiefer, snoopstar GmbH:
Best practices about how Augmented Reality can push sales when added to a packaging or comms material



5:10 P.M. – 5:30 P.M.

Yann Ischi, SICPA,
Dr. Jane Raymond, Secure Perception Research Ltd.:
Discussion around the interaction between packaging and the consumer in the prevention of counterfeit goods



5:10 P.M. – 5:50 P.M.

Density Media - Expert Panel:
Many printers believe that their success depends on printing and focus predominantly on it. In a series of four panel discussions we meet 12 entrepreneurs and executive managers who consider print a functional component of their product or service. With them we look at printing from a broader perspective, and try to get into a new mindset.
Manage data as others don't.

5:30 P.M. – 5:50 P.M.

Paul Tykodi, IEEE-ISTO Printer Working Group:
3D Printing within an Industry 4.0 Context - Evolving Roles for Standards in a Digital World



5:50 P.M. – 6:00 P.M.

Closing Session