

VISCOM ITALIA HYPER REALITY IS ONLINE!

Press release

The first truly digital event dedicated entirely to visual communication is online and ready to re-launch the business sector, strengthen professional relationships, enable sector players' technologies and applications to be showcased and let all the visual communication community partake in new business experimentations.

Milan, 29th October 2020 - Viscom Italia Hyper Reality is finally an online! Exhibitors, visitors and journalists have the chance to browse <https://hyperreality.viscomitalia.it> in order to discover the novelties of the very first and one of a digital event tailored for the visual communication sector, taking place live on the **17th and 18th of November**.

A new virtual space designed for a visual international community, on a platform powered by the latest technological creativity. An entirely new exhibition experience, one that is constantly evolving, engineered to explore the current trends and think up and embrace tomorrow's scenarios. Viscom Italia Hyper Reality is a platform of visual inspiration, cultural exchanges and global innovation.

During these tough months, Reed Exhibitions Italia has understood the priorities and challenges our sector's companies have had to face, having gone through them too. This is why we felt driven to offer our community stakeholders a new interactive event, not only in terms of look & feel, but also content, features, quality and design, in a contemporary framework, transporting them into a virtual environment.

Why Hyper Reality? Because we wish to step beyond real world boundaries, enabling visual communication players to partake in and enhance this innovative experience and new virtual business dimension, thanks to high performance digital content.

Due to the platform's modular structure, the event offers a wide range of visitor experience solutions. All it takes is a computer, tablet or smartphone. Look for and find out more about participating exhibitors and get in touch with them via chat or schedule one-to-one meetings. Save your favourite products and receive suggestions and recommendations about other similar brands. You will also be able to take part in an extensive programme of talks and live events, to keep up with the latest market trends.

Cecilia Montalbetti Viscom Italia's Exhibition Manager stated *"Viscom Italia Hyper Reality, with its advanced match-making and networking tools, is the opportunity for exhibitors and sector related businesses to re-launch their activities, side stepping the current restrictions - in total safety – and breaking down all existing barriers. We are extremely proud of this new and captivating digital adventure that provides a cutting edge system of matching supply and demand, laying the foundations for new projects and opportunities for future sector development. So let's get ready to experience a truly visual hyper sensor-reality!"*

The big players are enthusiastically lining up for the new digital event. So far, over 55 exhibitors such as **3M, AGFA, B+B International, Bompan Sole Agent Mimaki, Brother Internationale Industrie Maschinen, Canon Italia, Colorcopy, Guandong, Elitron, Eurmoma, Fenix Digital Group, HP Italy, Liyu Italia, Oki Italia, Roland DG Mid Europe, Zund Italia** have joined us. And we are waiting for others to confirm.

Viscom Italia Hyper Reality will be an opportunity to learn more about the latest technology and the most creative applications, which will be presented in the exhibitors' virtual showrooms. It will also be a chance to keep up with the latest information and professional updates, thanks to an extensive line up of top co-starring acts of talks, webinars and special events.

organised by



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The **Viscom Talks** will act as the digital stage, hosting discussions on everything linked to trends, innovation and excellence. It boasts a range of seminars and conferences bringing together the leading experts in the communication industry: opinion leaders, professionals, and visionary entrepreneurs. Remaining updated and sharing is the key to discovering the future of creativity. With this in mind, a series of themes ranging from **design to architecture, graphics to fashion, business strategies to packaging, 3D and even touching on the endless potential of augmented reality will all be addressed and the future of retail.** The Viscom Talks will also be enriched by webinars, organized by some of the participating exhibitors, who will preview via video projections, the latest products and innovative services tailored to our community.

The world of retail will take centre stage at Viscom Italia Hyper Reality with two truly special events, organised together with Display Italia magazine. **DIVA - Display Italia Viscom Award** - the international award for the best displays in the POS, Visual Merchandising and Shop Fitting sectors. A jury of experts along with the public will decide the DIVAs of 2020!

Elementaria is the event show casing the most creative high-level design prototype display solutions for the brand fashion retail industry. Internationally renowned designers and artists will join forces with raw material manufacturers to showcase their latest display projects and launch new trends for tomorrow's retail sector. HP Italia is the event's main technical sponsor.

Visit our platform <https://hyperreality.viscomitalia.it> and find out how to participate as an exhibitor or register free as a visitor, option is available from 3rd of November

Follow us and let us inspire you with our editorial, photographic or video services that will be posted on **Facebook, Instagram and Youtube.**

About Reed Exhibitions

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. www.reedexhibitions.com

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