



FOR IMMEDIATE RELEASE

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Dscoop Local Event at Photokina Attracts New Global Audience

CHICAGO — Dscoop, the HP Graphic Arts global user group held its first of many local events in EMEA this week in Cologne, Germany at Photokina. Photokina, in its 175th year, is the premier event for the photo and imaging industry with professional and amateur photographers, thought leaders and vendors from all over the world.

This year, Dscoop offered members the opportunity to attend Photokina as a Dscoop guest to experience the latest trends and innovations, market developments, and hear about the future of the industry.

On 17 September, Dscoop held a local event in conjunction with Photokina consisting of a private tour of the best highlights of the exposition hall, a Dscoop education session on sales and business growth and a cocktail and networking reception, exclusively for HP Graphic Arts users. The event brought together over 40 attendees from 10 different countries across EMEA. The Dscoop reception provided the opportunity for attendees to expand their networks and share knowledge and expertise on growing business in an expanding market.

“Photokina was a new way to bring together the Dscoop HP Graphic Arts community and the photo industry,” said Norbert Frenzel, Dscoop EMEA Board Member representing Germany. “For the digital print industry to succeed, we need to be at the edge of technology and innovation, and events like Photokina allow that connection to be made.”

Dscoop launched in Europe, the Middle East and Africa in 2011 and has already seen a growing interest in events similar to the one held on Wednesday at Photokina. A primary focus for these events will be on education through Dscoop University, a learning platform available for members of Dscoop. In addition these events offer members the opportunity to network with colleagues, solutions partners and HP.

“Education has always been a big focus for Dscoop, so events like the one we held at Photokina are just the start of how we are bringing new insights and resources to our members,” said Jon Tolley, Dscoop EMEA Chairman. “Companies belonging to Dscoop invest more in education and development and are almost 20% more profitable than their competitors who do not.”

Dscoop will offer eight more local events in 2015, in addition to the annual conference held next June in Dublin. More information about the locations and dates of the future local Dscoop EMEA events will be available soon.

About Dscoop

Founded in 2005, the Digital Solutions Cooperative (Dscoop) is an independent global community of HP graphic arts business owners and technical professionals who use HP equipment and related solutions, including [HP Indigo](#), [Scitex](#), High-end Latex and Inkjet. Dscoop is focused on educating and connecting its members with each other and with HP to improve members' business growth, efficiency and profitability. To learn more about Dscoop, visit www.dscoop.org. Connect with us on [Facebook](#) and [Twitter](#).

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