

At the very beginning I was surprised having my own invitation ready for the Expo. I immediately think about future, knowledge, and open my mind to new experiences about advertisement and digital world. One of the reasons why I enjoy myself was when I came to the hotel lobby and took a look to all those different boots amazing companies show their potential. I was kind of scared a little due to the fact I have never been in an Expo about technology and advertisement. Moving on, I could analyze the huge potential I can get in touch with. Companies about building customer data bases, Internet sources, computer software that help small companies keep organized with their orders.



One of the Companies really captured my attention was GumGum



is the premium in-image advertising platform for publishers and brands. Reaching millions of consumers as they actively view images across hundreds of quality websites, GumGum serves contextually relevant ads that yield far higher engagement than those of traditional display advertising units. In addition to helping advertisers reach highly targeted audiences in a brand-safe environment, GumGum gives publishers a new way to earn revenue by overlaying interactive ad units on the photos within their sites.



Over all, this Expo was exited in terms of business management, how interpretate data and we advertise our business via internet.

Very helpful !

On the Other Hand ...

THANK YOU

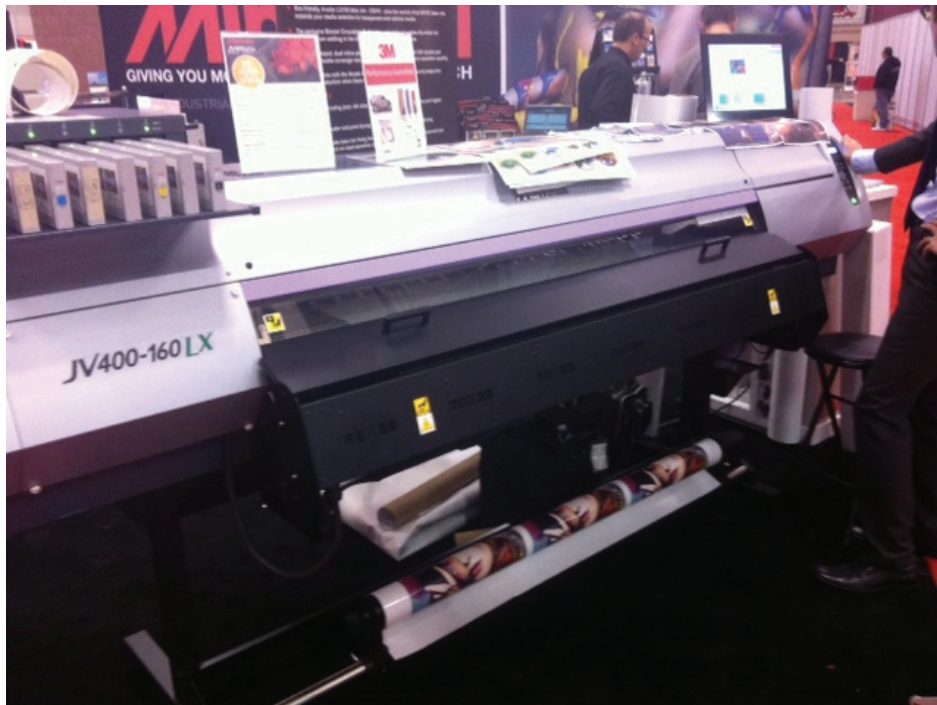


In Atlantic City, NJ

My best Sign Expo I have ever meet in my life. This was an incredible event where many good companies as Mutho, Mimaki, Rolland and more show their machenary such as; wide digital printers & Routers. First, I and my friend were surprised by the amount of people who attended to the Expo. Many companies as customers looking at new marketing system. New Material used in the industry. Ways to go for whats new in the sign world.



In other words, this is a business field. I love it. I made much new contacts as a suppliers. I went to one of those boots, where they had the actual printer working. They were printing on a glossy material such photo paper & stickers. For instance as the machine is printing, it will make a counter-cut once the prining precess finishes. Counter-cut is a process where the Plotter (the cutter) will cut all around the image.

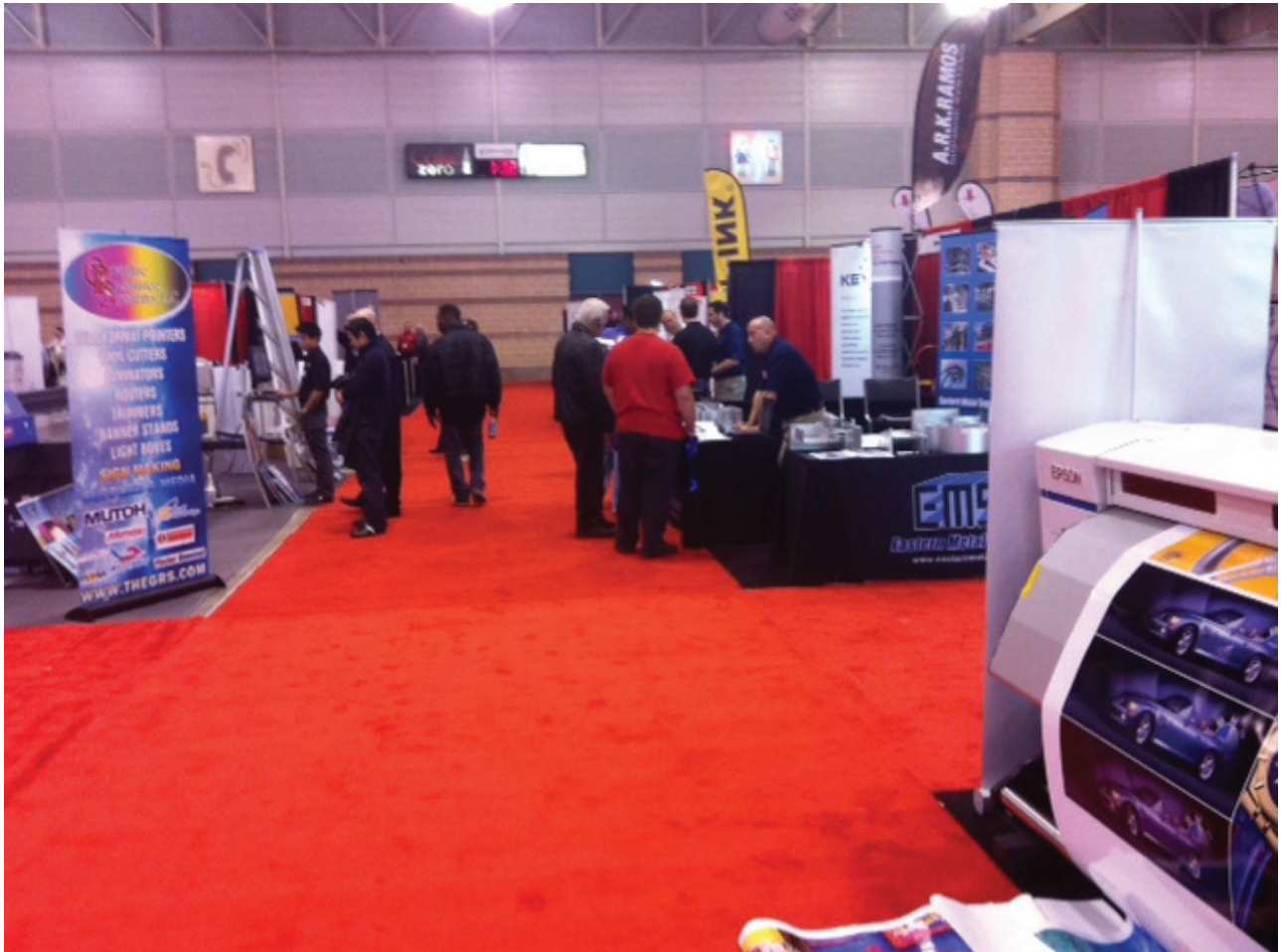


Here is the actual Digital Printer from Mimaki. This printer is 60 inches wide. it has 8 solvent ink cartridges. It has what we know as CMYK & Light ones due to a better color display once any graphic is printed. The features of this printers are amazing. Not only because is Wide large, but it could take several materials as fabrics, canvas, vynils, banner, ecxotic, photo paper, coated and uncoated.

I was really impressed of how technology keeps grow more and more. I release that Digital printing is a huge field that can be wortht as you can never imagen. I will say this is the type of expo we as designer shoul attend. it really make us think outside the box. personally I did and makes me eager to move on with my experience as a designer.



Also, I discover how the channel letter are made. what materials to use to create them. I mean this event really impact my life. A company as Rolland, Mimaki & Floral corporation, are the top companies in my personal opinion. The show room was huge. there were even vehicle wrapping classes. This is the process where stickers are printed in wide format and stick them on top the car surface. It was amazing hoe the experts preform that process infront of the public.



Concequently, this event really encourage me to grow as a business. Work even harder to accomplish what I like. Right now, I have so much ideas with this new methods of printing. And I'm eager to beacome the best graphic designer in order for me to get the experience and have my own workshop about graphics and printing.