










 OOH 01 / february	 Special Report: Media & Machines Suppliers	 promo catalogues noveltys in 2012	 OOH 02 / may	 Special Report: Media & Machines Suppliers
OOH Augmented Reality in outdoor Ambient media	<ul style="list-style-type: none"> List of media and machines for large format printing Car wrapping Ecology in printing Sublimation – potential and future Lamination – comparison of methods Print & Copy Devices for Offices (list) Multifunction Devices (list) Digital print in firm 	<ul style="list-style-type: none"> companies catalogue - gifts market: <ul style="list-style-type: none"> - Advertising Agency's Catalogue (target group - Final Customer) - Suppliers and Agency's Catalogue (target group - Advertising Agency's) 	OOH Fashion for OOH Transit Advertising	<ul style="list-style-type: none"> NEW PRODUCTS - overview Lamination List of media and machines for digital printing
DS DS. in shopping malls Totems, infomats, info-kiosks			DS DS. on playing fields Mobile DS.	
POS Fair booths POS for cosmetics Package			POS Cardboard POS Trade Islands	 Special allowance: Printing
PROMO Advertising ceramics Loyalty Programs			PROMO Sport Gadgets Sport Fabrics	<ul style="list-style-type: none"> Review of best realisations Personalization - marketing potential Environmental campaign - what, how, at what price Car wrapping Print quality and company image
V&P Creative printing - implementation			V&P <ul style="list-style-type: none"> Comparison of printing methods - disadvantages, advantages, future List of media and machines for digital printing Choice of media for digital printing 	
(R) 10.01 (P) 27.01 (E) 06.02	(R) 10.01 (P) 27.01 (E) 06.02	(R) 03.02 (P) 17.02 (E) 28.02/05.03	(R) 16.04 (P) 27.04 (E) 09.05	(R) 16.04 (P) 27.04 (E) 09.05

 OOH 03 / september	 Special Report: Media & Machines Suppliers	 Special Report: Digital Signage	 OOH 04 / november	 Special Report: POS
OOH Social campaigns The largest sizes of out of home	<ul style="list-style-type: none"> List of media and machines for large format printing Products novelties Service Funding for equipment Personalization - future and potential List of software and machines for personalized printing Printing on gifts 	<ul style="list-style-type: none"> DS. in Poland and around the world Content management Large-format external monitors List of LED and LCD screens DS. infrastructure in banks 	OOH Out of home creation Moto outdoor	<ul style="list-style-type: none"> Aromamarketing Hot points in stores Quality in POS productions Design in creation Promotional fridges Shelf POS - wobblers, toppers, stoppers Checkout zone POS
DS			DS Indoor screens Touch technologies	
POS POS for FMCG Merchandising Calendars		 promo catalogues Christmas edition	POS	
PROMO Advertising accessories Novelties & TOP products		<ul style="list-style-type: none"> companies catalogue - gifts market: <ul style="list-style-type: none"> - Advertising Agency's Catalogue (target group - Final Customer) - Suppliers and Agency's Catalogue (target group - Advertising Agency's) 	PROMO Exclusive gifts Christmas gadgets	
V&P			V&P Inks Welding Print refining	
(R) 10.08 (P) 17.08 (E) 10.09	(R) 24.08 (P) 31.08 (E) 10.09	(R) 20.07 (P) 27.07 (E) 10.09	(R) 19.10 (P) 24.10 (E) 05.11	(R) 19.10 (P) 24.10 (E) 05.11