



The present and future of the Sign Industry: “KOSIGN 2011”

Opening in Coex Hall A&B Starting November 17th

The 19th Korea International Sign and Design Exhibition (KOSIGN 2011) will open in Coex Hall A&B from November 17th to 20th. KOSIGN has been opening for 19 years, and it is the leading exhibition to experience the domestic and international trends in the sign industry. It is also the only sign exhibition in the country with active interaction between the buyers and the participants. This year's KOSIGN will provide the opportunity to experience the present and future trends of the sign industry by opening with the LED@SHOW 2011 and digiSIGN 2011. It will present a blue ocean for all participants by combining the traditional and upcoming sign industry: the analog and the digital.

“The Original, KOSIGN!” Korea’s only International Sign Exhibition

KOSIGN has evolved alongside Korea’s sign industry and it has become the most representative sign exhibition of Korea. Through 19 years of exhibitions, KOSIGN has established itself as the leading sign exhibition to domestic and international sign industry representatives.

It has always reflected the latest trends of the industry, and now it is seeking to change based on recent developments. Along its traditional exhibition, KOSIGN will also open in conjunction with two other exhibitions that will illustrate the future of the sign industry.

The exhibitions opening with KOSIGN this year are the LED@SHOW 2011 and digiSIGN 2011, both of which are in close relations with the sign industry. Therefore, this exhibition will provide the opportunity to experience both the present and the future of the industry in the sense that it will not only exhibit the traditional, but will also demonstrate the direction in which the industry is headed.

The Digitalization of the Sign Industry seen through “KOSIGN 2011”

Like its general influence in society, digitalization has become a great part of the sign industry. The industry has already been using digital technology as a tool to design space, which lead to its advancement and diversification. Therefore, it is very significant that the LED@SHOW and digiSIGN open with KOSIGN. These two shows each exhibit LED/OLED and digital signage and they are seeking a way to compliment each other for further advancement.

Thus this year’s KOSIGN will be remembered as a meaningful attempt to combine the present and future of the industry, and will predict the outlook on sign display to its audience.

“ALL OF VISUAL.” Encompassing all the ways to design space

KOSIGN is an exhibition that allows its viewers to experience all the visual media used to design space. The campaign “ALL OF VISUAL” explains that KOSIGN offers all visual elements such as sign, display, design, public design, and etc. This exhibition will also cover a wide variety of the signage business including printing, LED, media and ink, production system, equipments, digital signage, and more.



Also, there has been an increase in 3D product design. Therefore, at KOSIGN, an exhibition that has continuously been displaying the latest trends in technology, you will be able to experience how the 3D technology is being applied to current product. 3D Items that will show at KOSIGN include 3D pieces used in interior design and 3D printing, which has become very popular. It is also notable that the suppliers participating in KOSIGN will present actual 3D products used in the sign market instead of prototypes, which will most likely call the attention of marketing representatives. Considering that the current market requires more differentiated and unique sign methods, it is predicted that the 3D boom in the sign industry will become even more important.

An effective exhibition that brings satisfaction to all participants

KOSIGN is also known as an *effective* exhibition, and its effectiveness has also been the background to its growth as the most popular exhibition of the industry. The fact that KOSIGN was able to act as a business hub where participants could interact with overseas buyers has been one of its undoubted strengths as the only international sign exhibition in Korea. Meanwhile, the host Coex solicited Korea Gallup to carry out the “2010 KOSIGN Satisfaction Survey” in order to improve KOSIGN’s credibility as a certified international exhibition and obtain a more unbiased measurement of the effectiveness of the exhibition.