

Munich, June 29, 2017

## Press Release

### **LASER World of PHOTONICS 2017 Statements about the fair**

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#### **Luke Hobson, Marketing Director, Applied Image Inc., Rochester, USA:**

“The LASER World of PHOTONICS 2017 has been a great opportunity to meet with international customers and lead interesting conversations. We will be back in 2019!”

#### **Dr. Andreas Nitze, Managing Partner, Berliner Glas Group, Berlin,**

**Germany:** “This year’s LASER World of PHOTONICS has again fully met our expectations. The enlargement of our booth to approx. 90 square meters was the right decision and a great success. The booth provided the perfect setting to welcome our international customers and to inform them about our new products. We were able to increase the number of visitors at our booth significantly. Overall, LASER World of PHOTONICS provides a comprehensive overview of the latest trends in photonic technologies and applications. We again obtained valuable input thanks to the trade fair and the extensive supporting program this year. LASER World of PHOTONICS is and remains one of the most important photonics trade fairs worldwide.”

#### **Thorsten Ferbach, Business Development, Coherent | Rofin, Bergkirchen,**

**Germany:** “Whoever wants to know how the competition is flexing its muscles must be at LASER World of PHOTONICS. The trade fair is the summit of the industry for us and a very special event this year thanks to our acquisition.”

#### **Rolf Brand, Head of Marketing and Communications, JENOPTIK Optical**

**Systems GmbH, Jena, Germany:** “We had very good meetings with customers and prospects at LASER World of PHOTONICS. In discussions with trade visitors, we were able to gain valuable new ideas and impressions about pressing issues of today and tomorrow.”

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**Armin Luft, Founder, LASER 2000, Wessling, Germany:** “We are in the century of photonics, which can be felt very clearly at LASER World of PHOTONICS. Photonics is not an exotic technology anymore, and you can see that in the trade visitors at our booth. Forty years ago, people wanted to know what a laser is, and today they ask for very specific solutions.”

**Jaroslava Nemcova, Head of marketing department, Meopta-optika, s.r.o., Prerov, Czech Republic:** “The LASER World of PHOTONICS has been a very successful and busy show for us. We’ve closed some great contracts and met interesting key business partners for our custom made optics solutions, manufactured and assembled in Czech Republic. It is our most important show in Europe for Industrial Optics and we appreciate it because all the big players of the industry are present.”

**Jens Voigtländer, Marketing Communications Manager, MKS Instruments, Darmstadt, Germany:** “MKS Instruments covers a wide spectrum in the field of photonics with the brands Spectra-Physics, Newport and Ophir. LASER World of PHOTONICS is a pivotal platform for us to present new lasers, measuring instruments and components.”

**Yoshikazu Ueda, Expert Supporting Office for European Market, Nikon Corp., Tokyo, Japan:** “We are very satisfied with the results of the LASER World of PHOTONICS and are already planning to come back in 2019. This show unites all the leading edge laser technologies in the world. Our personal highlights were the large scale and sapphire optics.”

**Andreas Wolf, CEO, Oberon GmbH Fiber Technologies, Berlin, Germany:** “The hall layout with biophotonics and medical engineering in heart of exhibition hall B2 is ideal for us. LASER World of PHOTONICS is the most important trade fair that we visit, and we are excited to see how the exhibition areas for biophotonics and medical engineering will develop. In our discussions this year, a lot dealt with the subject of laser medicine in surgery.”

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**Willi Janzen, Regional Sales Manager, OptoTech Optics GmbH,**

**Wettenberg, Germany:** “The trade fair provides the optimal place to exchange ideas with customers. We were able to identify trends in various areas and consequently have an answer to future demands. In our view, the contacts are very promising.”

**Simon Thaler, Media Relations Manager, Osram Opto Semiconductors**

**GmbH, Regensburg, Germany:** “LASER World of PHOTONICS 2017 was a complete success for us. The trade fair was a great chance to have many interesting discussions, exchange ideas and cultivate international contacts. In addition, it all took place in an extremely pleasant ambiance: from global corporations to the small start-ups.”

**Luitpold Kaspar, Director of Business Division, PCO, Kelheim, Germany:**

“LASER World of PHOTONICS has been an important leading trade fair to present the latest technologies for PCO for nearly three decades. For example, we were able to present another highlight among SCMOS cameras this year with our pco.panda 4.2. The trade fair is extremely important for international customer contacts!”

**Udo Reitz, Director of Sales at EMEA, SCHOTT AG, Mainz, Germany:**

“LASER World of PHOTONICS remains the leading trade fair for optics and photonics in Europe for us. The fair provides an excellent platform for networking. We meet many of our customers as exhibitors or visitors there. Our highlight at our booth was the new laser glass APG-760 as well as our portfolio of passive laser components.”

**Matthew Wallis, Marketing Communications Manager, SPI Lasers,**

**Southampton, United Kingdom:** “This year’s booth highlight had to be the inclusion of a live marking station (a tie up with ourselves, Lincoln Laser and De Be Laser). Our customers found the opportunity to see the versatility of our Pulsed laser in action. Many found the High speed marking demonstration an

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enticing prospect, starting some great conversations! We will be back with even more interesting exhibits in 2019!”

**Armin Herweg, Machine Vision Sales Engineer, Stemmer Imaging, Puchheim, Germany:** “Lasers play a crucial role in the wide range of products offered by Stemmer Imaging. We had numerous inquiries about specific challenges in machine vision from trade visitors as well as congress participants during the trade fair.”

**Karel Smondrk, Marketing Manager, SQS Vlaknova optika a.s., Nova Paka, Czech Republic:** “Since attending the LASER World of PHOTONICS, we do not visit other fairs anymore. The LASER World of PHOTONICS is the biggest and most important fair for us. Six years ago we started with a small booth of about 9 square meters and have come back to bigger booths every time. The fair is a great opportunity for productive one to one conversations with our existing clients and for meeting new potential customers, whilst enjoying a fresh beer tapped directly at our booth. Since we are specialized in custom made Industrial Applications, from design to implementation, the LASER World of PHOTONICS is better than other, more generic fairs.”

**Dr. Wilhelm Kaenders, Chairman of the LASER World of PHOTONICS Advisory Board and Board of Management Member of Toptica Photonics, Gräfelfing, Germany:** “LASER World of PHOTONICS acts as a ‘marketplace’ where we exchange ideas with customers and competitors and where we also define our future strategy. In particular, quantum technology has seen a strong increase recently.”

**Ariane Labahn-Seidl, Marketing Director, Trioptics GmbH, Wedel, Germany:** “LASER World of PHOTONICS went very well for us. We were able to present our highlights, the measuring system AspheroCheck UP and the measuring instrument ImageMaster TempControl, to the right people and achieved our goals. We also learned more about hot topics in the industry. For us, this was the topic of “measuring optics’ in the industry this year. The trade

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fair is an absolute must for us and important part of our marketing mix. Consequently, we will definitely also be here again in 2019.”

**Klaus Löffler, Managing Director and Head of Sales, TRUMPF Laser – und Systemtechnik GmbH, Ditzingen, Germany:** “The LASER World of PHOTONICS is the central venue for its branch and therefore a very important event for TRUMPF. At this trade show we get valuable feedback regarding our innovations – especially regarding the future issues we are working on. This year, we devoted an entire section, “Future Insights”, to topics like this. For us, the LASER World of PHOTONICS 2017 was a trade fair of superlatives. We showed our visitors our vision for the future of laser technology, including the technologies that are becoming increasingly important, and their advantages for industrial and scientific applications. We are very pleased with the contacts, discussions and results we had at the trade show and that's why we are already looking forward to the LASER World of PHOTONICS 2019.”

**The next LASER World of PHOTONICS will take place from June 24 to 27, 2019 and the next World of Photonics Congress from June 23 to 27, 2019.**

You will find a **photo gallery** on LASER World of PHOTONICS and additional **image material** for your reporting here: <http://world-of-photonics.com/messe/fuer-die-presse/services-fuer-journalisten/fotos-logos/index.html>

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