



## LASER World of PHOTONICS INDIA 2015 to showcase Next Generation Applications for the Printing and Signage Industry

**LASER World of PHOTONICS INDIA is coming up with its 4th edition from 09-11 September 2015 in Delhi.** It is an important gateway for the growth and use of lasers and photonics in the different application industries in India.

For the last few years, there has been a tremendous increase in the use of computers as an aid to the management, processing and dissemination of information. The peripheral device required by the computer for all these applications is the printer. Today, the use of computers in large data processing installations places a very high demand on printers in terms of speed, character flexibility, and print quality. The conventional impact printers can no longer meet these demands because of their limited speed and character flexibility.

With the coming of laser technology, prints can now be very detailed and precise. Another advantage of laser technology in printing is that it can be used with the most delicate paper and other materials like acrylic and cardboard. Engraving logos and pictures is another possibility. Lasers print technology can be used with any type of material, be it rigid or flexible, hard or soft.

The applications of laser technology printing can be used for printing signage, displays, point of purchase materials. Using the conventional printing methods would mean distortion and lack of precision in these prints.

**Shailesh Mehta, Director, Mehta CAD CAM Systems Pvt. Ltd.** says: "We believe that laser technology have brought revolution in sign industries. As we all know because of certain powerful characteristics of acrylic, it is widely used in making signs, number plates, display tables etc. Laser technology is a great gift to acrylic fabricators, enabling them to fulfill very fast increasing demand of decorative sign boards, name plates, displays etc in bulk quantity. Co2 laser can cut acrylic at a very high speed with clean transparent edge. This is the reason, why demand for Co2 laser cutting and engraving system is increasing day by day.

Another sector which is seeing a tremendous progress in terms of Laser applications has been the Signage industry. Lasers, as a technology, completely frees up challenges faced by the traditional industry, in terms of area available for display (spatial limitations), freedom of projecting on almost any surface, projection across great distances, dynamic content control and cost effectiveness. The dynamic digital signage marketplace is expanding at an accelerated pace, with compound annual growth rates in excess of 20%. By 2020, it is expected that the global digital signage market would be around 21 billion US-Dollar, and this figure could significantly go up owing to the growing application of lasers in trade. India would also contribute to this fast-growing sector, demonstrating some of the fastest growth rates with the introduction of laser and allied technology.

**Mr. Anil Kumar, Director, Angel India Cad Cam Pvt. Ltd.** says, “Signage industry nowadays is incomplete without the use of laser CNC Machines and we can say that without laser machines and tools Signage Industry is meaningless. Angel India Cad Cam Pvt. Ltd provides the basic and high end Laser tools and machines for the same purpose.”

**Bhupinder Singh, CMO and Member of the Management Board, MMI India** says, “LASER World of PHOTONICS INDIA is the only show in its class, where the innovators of laser technologies for various applications come together on a common platform. Year on year, we have brought out the relevance of precision engineering using lasers in sectors as diverse as Diamond Cutting, Semiconductors and Automobile, etc. In the current edition of LASER World of PHOTONICS INDIA, we will be bringing out the use of lasers in Food & Packaging and Printing & Signage industry apart from others.”

This and other press releases: [here](#)

Photos and logos LASER World of PHOTONICS INDIA: [here](#)

More information on LASER World of PHOTONICS INDIA: [here](#)

#### **About MMI India**

As part of its international strategy, Messe Muenchen founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India.

With 10 subsidiaries in Europe and in Asia - and over 60 foreign representatives covering more than 100 countries, MMI has a network that spans the globe.

#### **LASER WORLD of PHOTONICS worldwide**

LASER World of PHOTONICS INDIA is a part of the worldwide LASER World of PHOTONICS network, including LASER World of PHOTONICS in Munich and LASER World of PHOTONICS CHINA, which takes place in Shanghai each March.

With a total of 2,045 exhibitors and more than 78,200 visitors in Munich, China and India, Messe Muenchen International is the world's leading trade show organizer for lasers and photonics.

#### **About LASER World of PHOTONICS INDIA**

LASER World of PHOTONICS INDIA is a regional trade fair for laser and photonics in India, taking place every year since 2012, in different places in India. It intends to boost growth of the Indian laser industry by focusing on the industry's leading technologies. More information at: [www.world-of-photonics-india.com](http://www.world-of-photonics-india.com)

#### **About LASER World of PHOTONICS CHINA**

LASER World of PHOTONICS CHINA is the leading regional trade fair for optical technologies in China. It takes place in Shanghai each March and is collocated with electronica China & productronica China. In 2015 the trade fair recorded 40,291 visitors and 715 exhibitors. The next LASER World of PHOTONICS CHINA will take place March 15- 17, 2016. More information at: [www.world-of-photonics-china.com](http://www.world-of-photonics-china.com)

#### **About LASER World of PHOTONICS in Munich**

Messe Muenchen International has staged LASER World of PHOTONICS every two years since 1973. The World of Photonics Congress takes place in parallel, the largest Photonics Congress in Europe with the active involvement of the world's leading organisations. In 2015 the trade fair recorded 31,279 visitors and 1,127 exhibitors. The next LASER World of PHOTONICS in Munich will take place June 26-29, 2017. More information at: <http://www.world-of-photonics.com/index-2.html>

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