

# Go forward into the future

~the value something to remember, keeping our memories~

Organizers, we are planning many kinds of study programs in the fair every year, but these are going to be the same old routine again, therefore we are changing and challenging new theme.

For example the technical area session which about “the lighting and the photo retouching “ is very popular, so many visitors come to listen. However “the new technology, the groundbreaking product and service” area get less attention. Few people are interested in this area.

It is like this above, we recommend visitors to learn “ the new technology, the ground breaking product and service” . We have focused on the electronic publishing, 3D figure, 4K8K, drones. We would like to emphasize the importance of this kind of program, have included a message in conjunction with the event concept.

The study theme for 2023 is “ Digital Twins”. Most of visitors are interested in new theme, we hoped exhibition visitors to open up new possibilities for their own business though the upgrader study session.

## What is the business of Photo and Video industry that AI brings ?

□What kind of “NEXT” brings for 2024? This is the most important project which is a part of we are passionate about. Now we are planning out AI.

These days before we found an interesting editing tools through the our magazine “Studio Now (the information magazine in the photography industry)” ’s interview.

That is a service which is streamlining the photo editing. We study each photographer’s individual editing and then to edit automatically of them using AI.

We have taken a lot of time for the editing pictures, but using AI editing tools make us time saving. It is an amazing tool for photographers. Using AI, there is a room for further consideration at this point, but to more experience we have, the advances will make it eventually possible.

□Why is this kind of tool come into existence? Because AI is getting more and more upgraded, we should think how we do use it in this situation.

There are two points “The role of AI” and “ The views of photographers”

AI tool has a purpose for the time efficiency, in addition it has to take advantage of originality, without going into photographer's speciality and creativity area.

Changing AI industry, we hope to show it to visitors in the exhibition in 2024. We will set new pavilions ( for more information ; the next page ), we would like to continue to make better or improve the quality for study sessions.

## “Beauty × Photo”

## “ Value of Figure~KATACHI ”

We have held 18 times exhibitions including “ Studio Photo Fair “ which is before of the “ PHOTONEXT”( 13 times were held using this name ). Every year we set the theme zone (pavilion), considering the innovation and the technology of the photo industry and the global situation.

After the covid-19 period, we are getting change the life, tend to the new life. The photo industry also get new era. We have to go back to basics where one started return to the starting point again, we need to have initiatives towards NEXT.

◆New pavilion is going to be “ beauty × photo” and “ value of figure”.

“Beauty and Photo” To hair makes and to coordinate fashions are important area for photo shooting business, these are essential elements for high quality photo takings.

There are some photographers who learned how to wear kimono, got knowledge and do this service to clients. They give these services to clients how to wear, and take photo. It is not only “ taking photo” . They are taking care of clients request from the first to the end.

Hair makings, face makings, and to coordinate fashions including Kimonos, photographers have to get needed-knowledges of all, therefore, the range of expression is further expanded. This is the upgrading value not only clients but also for us.

## the photo-printing business

“ Value of figure” KATACHI, this is a keyword of the exhibition 2024.

To work, it is not just a work, we are thinking what going is on, what for this is to the future.

We have to think about some kind of subject and theme with our mind, convey our minds and feelings many people to understand.

For example, to display product at a store, commodity is named as “ photo book”. Do you think what kind of customers come to buy? Do you think it will sell? If not, we have to think why customers are not interested in it. The reason why the wedding albums sell well is because they have a purpose to leave the wedding memories forever. For children, we will be able to sell products are named as the school event and the anniversary.

If you would like to work as a photography professional, you should sell print-products. To think simply, what do you sell it for? The important thing to keep in mind is not the "What" part but the "Why" part. The answer, because it is for leaving in the future.

Photo-Printing business is the only thing that our memories will be keeping and leaving for the future. We are challenging and rewarding valuable work though the photo printing business.

The highlights of 2024 will be the talk and study sessions, workshops, and such a popular pavilions beyond the industry boundaries.

Again, “ More professional”, as an exhibition theme last year, and this time we are going to set “ Go forward into the future”. We continue to have this theme of the photo business for the next to the future, in addition, we are thinking and considering the more new materialized theme.

The official site ; [www.photonext.jp](http://www.photonext.jp)

Popular event :

\*outlet shop corner ( valuable kimonos other high quality goods you could get too much discount price ! )

\*special gallery (photo contest, special goods exhibit )