

PRESS INFORMATION

Imaging World: The new flagship event for the photo & video industry

Fuerth, April 2025. The imaging industry has a new top-tier event: from **October 10th to 12th, 2025**, the **Imaging World** will take place for the first time at the **Nuernberg Messe**. With an innovative concept and following the motto “**Create. Explore. Have Fun.**”, the event is aimed at photo and video enthusiasts of all levels – from end consumers to professional retailers. The Imaging World is the evolution of the former B2B-only event **RINGFOTO – DIE FOTOMESSE**.

Thilo Röhrig, Managing Director of RINGFOTO, is convinced:

“With the new Imaging World, we are offering hundreds of thousands of photo and video enthusiasts, content creators, and professionals in the DACH region a unique platform to experience the full fascination of the medium, to touch & try hardware, and to actively take part. This includes an extensive workshop program, numerous creative playgrounds, a convention with top-tier speakers, visually impressive exhibitions, and – last but not least – the offerings of over 200 exhibitors and brands covering photo, video, and audio. RINGFOTO, as one of the strongest forces in the imaging industry today, is providing the photo world with a new central meeting point every year through Imaging World.”

The Imaging World will be held for the first time this year, from **October 10th to 12th**, at **Nuernberg Messe**. As a truly central event for the imaging industry, it brings together **RINGFOTO retailers, photo and video manufacturers, end consumers, influencers, content creators**, and the **media**, thus uniting the entire sector under one roof.

At the heart of the “**Create. Explore. Have Fun.**” concept is a shared three-day experience that showcases not only **creative potential** but also **technical innovation**, the **power of imagery**, and the **special magic of the medium** – all in a vibrant community of like-minded individuals.

Attendees can expect:

- **Discussions and collaborative photo projects** during workshops
- **Interactive playgrounds** – from action, street, and macro photography to videography and podcasting
- **Inspiring keynotes** from leading photographers and celebrities from within and outside the photo world

Cutting-edge topics such as **analog photography, artificial intelligence, innovative sensor technology**, and **new lens and accessory innovations** will be featured just as much as questions like “*What makes a great photo?*” or “*How do I win a photo contest?*”

“Never before have so many people have taken so many pictures, and never before has photography and videography had such relevance and appeal,” adds Thilo Röhrig. “This is evident in the dynamic social media channels and communities, in industry initiatives and associations, and in the imaging sector’s ongoing drive for innovation. It is also reflected in the essential role of RINGFOTO’s active specialist retail network – not just in Germany but also across borders.

We look forward to welcoming everyone connected to photography and video – from beginners to professionals – to **Imaging World in Nuremberg from October 10th to 12th**, and to setting sustainable impulses for the future of the industry.”