



## HighconUpdate

Now that the summer is over and we're back to normal, here's a quick roundup of the past few weeks and a glimpse into the rest of the month.

### Highcon receives 2016 InterTech Award for Highcon Beam with 3D Modeling

At the end of July we were delighted to hear that we received the prestigious 2016 InterTech™ Technology Award from the Printing Industries of America (PIA) for the Highcon Beam with [3D Modeling](#) technology.

Recipients were chosen based on their innovation and likelihood of advancing the performance of the graphic communications industry.

Highcon Beam's digital cutting and creasing capability and the optional 3D Modeling module let users pursue opportunities in 3D production. Compared to other technologies with expensive material costs, Highcon's machine builds large scale masters and molds for a fraction of the cost, and in minutes rather than days. One judge commented, ***"This is an intriguing application that lets printing companies get involved in 3D with paper, a substrate they're undoubtedly more comfortable with."***

### What's happening this month?

**ECMA Congress 2016** - September 14-17 in Antibes, France. Eshchar Ben-Shitrit, VP Marketing and Jens-Henrik, VP Global Sales, will be



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attending the show and bringing with them some of the great samples that Highcon showcased at drupa. Eshchar will be speaking about how innovative technology bridges the gap between design creativity and production capability.

**Highcon Beam Live Demo Broadcast** - September 26 from 4:00-5:15 PM CET (10:00 – 11:15 AM ET) we will be broadcasting a live demonstration of the Highcon Beam digital cutting & creasing machine for mainstream production. [Click here to register or learn more.](#) During the event we will also host a video conference call with Brian Sidebottom, Managing Director, Glossop Cartons – the beta site for the Highcon Beam – who will be available to answer questions in real-time.

The event will be available online and at selected locations worldwide where local Highcon representatives will be present to answer questions and provide samples. To receive the online link for broadcast or attend any of the locations [click here.](#)

Looking forward to telling you more about the Highcon solutions and how they can help your business in our next update.

Best regards

Highcon Marketing