Inkjet is not one technology, it is a symphony. No instrument plays in isolation and harmony can only be achieved with all elements interacting. Each technology contributes, each component is needed, but a single substitution or alteration introduces a chain reaction causing many changes to be required to bring the system back into balance. A balanced inkjet system has outstanding performance and reliability, and it is changing the way we print.

Inaugurated in 2014, the event has grown to the world's largest inkjet knowledge platform and it is changing the way we print.