

HAMBURG OPEN launches new Cine & Camera Area

**Cine community gains a new forum
BVFK, BVK & VTFF support the new format as partners**

Hamburg, 2 September 2026 – HAMBURG OPEN, taking place on 20 and 21 January 2027, is expanding its offering with a new focus on the film and cine sector. The new Cine & Camera Area will provide a dedicated format for camera operators, filmmakers, producers, content creators and technology decision-makers. The new area is receiving strong support from key industry organisations: the German Association of Television Camera Operators (Bundesverband der Fernsehkameralleute, BVFK) and the German Society of Cinematographers (Bundesverband Kinematografie, BVK) are joining as key content partners. The Association of Technical Service Providers for Film and Television (Verband Technischer Betriebe für Film & Fernsehen, VTFF) is also supporting the new area as an industry partner.

The Cine Stage will feature practical presentations, panel discussions and live demonstrations. An interactive demo area will also give visitors the opportunity to experience, test and compare cameras, lenses, lighting solutions and other production equipment in real-world applications. Topics will range from camera technology and lighting to artificial intelligence and sustainability, as well as new approaches to content production.

“The Cine & Camera Area creates a new meeting place for a community that needs a platform for personal exchange and direct contact with technology and manufacturers. The combination of knowledge transfer on current industry topics, practical applications and networking makes this compact format particularly relevant for camera operators and filmmakers. We are delighted to be developing this new industry meeting point together with HAMBURG OPEN,” says **Frank Trautmann of Bundesverband der Fernsehkameralleute (BVFK)**.

The new focus area is also about bringing professional film production and content creation closer together. Professional production methods and technologies are becoming increasingly accessible to creators, while manufacturers and suppliers of production equipment can reach new user groups. The area brings established production structures together with the increasingly sophisticated workflows of the creator community, creating new points of connection between the worlds of film and content creation.

For exhibiting companies, the Cine & Camera Area offers an opportunity to present innovations under practical conditions, reach new target groups and build qualified contacts with professional users, creatives and decision-makers.

Thomas Neudorfer of Bundesverband Kinematografie (BVK) emphasises: “Cinematography is constantly evolving – both in terms of technology and the ways in which content is created and distributed. This makes platforms that bring filmmakers, technology providers and new players in the industry together particularly important for our sector. HAMBURG OPEN provides a space for professional dialogue and face-to-face exchange.”

The demands placed on modern film productions are changing, as is the technology being used. “For technical service providers, it is therefore becoming increasingly important not only to monitor developments, but also to experience and assess them through direct exchange with manufacturers and users. The Cine & Camera Area provides an ideal environment for this,” adds **Achim Rohnke of Verband Technischer Betriebe für Film & Fernsehen (VTFF)**.

About HAMBURG OPEN

HAMBURG OPEN is the industry meeting point for professional media production and is organised by Hamburg Messe und Congress in cooperation with Studio Hamburg MCI. On 20 and 21 January 2027, HAMBURG OPEN will provide important impetus for the media and trade fair year. Professionals from broadcasting, streaming, film, corporate video, content creation and media technology will meet in Hamburg to exchange ideas on current technologies, innovative solutions and the future of media production. With a diverse exhibition area, four stages, practical formats and new themed areas such as the AI Zone, Corporate Video Village and Cine & Camera Area, HAMBURG OPEN brings together technology, knowledge and networking. At its heart is personal exchange between users, decision-makers, creatives, technical specialists and industry experts. More information at www.hamburg-open.de

Tickets will be available online from 1 October 2026. Until 30 November 2026, the two-day ticket will be available at the early booking price of €39, instead of the regular price of €59.

Venue and travel

HAMBURG OPEN will take place in Hall B6 at Hamburg Messe und Congress. The South Entrance is located directly at the Messehallen underground station (U2). The HVV public transport ticket is included in the admission price.

Further image and video material is available via the [HMC-Mediaserver](#).

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