

## **ppi Media is premium partner of the Digital Week Kiel 2018**

*The second Digital Week Kiel will take place in the capital of Schleswig-Holstein from September 8 - 15. ppi Media has been named premium partner of the event, bringing participants the “diwokiell” program and all the information they need with the “Digital Week Kiel App”.*

**July 10, 2018.** After a successful premiere in 2017, which was attended by more than 20,000 visitors, the capital of Schleswig-Holstein is once again hosting the Digital Week Kiel this year. During this time, the whole city will have the chance to take part in a wide range of events dealing with all aspects and topics surrounding the digitization of society. Individual events are hosted by key figures from business, science, politics and society. As an expert for digital services and solutions, ppi Media will support the infrastructure of the event with the “Digital Week Kiel App”. The app is based on the company’s location-based solution “thanks” and will bring visitors all the relevant information on the events of the so-called “diwokiell” in one place.

ppi already took part in last year’s Digital Week, hosting a fully booked workshop on Design Thinking. Lord Mayor Dr. Ulf Kämpfer, together with Kathrin Reinicke, who works for Kiel’s business development program and is head of the Digital Week office, and ppi Media’s CEO, Dr. Hauke Berndt, announced the new premium partnership during a press conference on the diwokiell program. “The cooperation with ppi Media, a pioneer in the field of digitization, shows how well the event is received by Kiel-based businesses”, says Jörn Genoux, head of the department for business development at Kiel City Council.

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Dr. Hauke Berndt, CEO at ppi Media, sees future potential in the partnership: “The Digital Week Kiel is a fantastic opportunity to strengthen our local presence and cooperate with the city of Kiel. Interacting with other companies and interested visitors will increase our visibility throughout the region. We can win qualified employees and tap into new business areas. In turn, the event benefits from our experience in the field of digitization and our international network.”

The diwokiel app is based on the “thanks” technology, which comes from ppi Media’s business innovation department. The department has been in existence for two years and is using modern start up methods to develop digital services, solutions and business models that will help companies to tackle the challenges posed by the digital transformation. Here, ppi Media can look back on more than 30 years of experience in developing software for media companies.

#### **About ppi Media**

*ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.*

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