

press info

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kielometer App in Cooperation with ppi Media

The famous internet platform for all things gastronomy in Kiel is now available as a practical smartphone app. The app was developed by the Kiel-based digital agency wigital and ppi Media. It is the first visible result of the cooperation between the two companies, both part of DiWiSH (Digital Economy Schleswig-Holstein): tangible digital competency from “the true north”.

August 08, 2019. In cooperation with ppi Media, the digital agency wigital from Kiel has published the kielometer app for both Android and iOS. It features hundreds of offers for restaurants in and around the state capital. kielometer started as a web platform and wigital has passionately maintained its editorial components. kielometer.de showcases restaurants, bars, cafes, and pubs but also offers current information on different locations in Kiel.

The innovative cooperation project began in 2018 and was enhanced through the memberships both partners hold in the Association for Digital Economy Schleswig-Holstein. Both parties complete each other’s digital competencies perfectly. Extensive know-how for software developments thus meets concentrated online marketing experience paired with a comprehensive data bank. ppi and wigital are looking to further expand their cooperation in the future. Joining forces with additional partners, they want to work toward their vision of a smart mobile platform for all of Kiel and Schleswig-Holstein.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The software house, which is managed by its owners, was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company’s solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media’s portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company’s change process. For more information, see www.ppimedia.de.

About wigital GmbH

The digital agency from Schleswig-Holstein acts well-rehearsed, with expertise and fresh creativity for successful projects within the framework of digital transformation. Around 30 employees in Kiel take care of content, communication and strategic consulting. They stand for openness, networked structures and excellent services.

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