ppi

DCX & IFRA Expo 2019:

ppi Media makes successful appearance

ppi Media's appearance at this year's DCX & IFRA Expo in Berlin was a real success. Numerous representatives from the publishing sector attended the event to find out more about the latest solutions offered by the Hamburg-based software developer.

October 17, 2019. At this year's IFRA and DCX Expo, ppi Media presented its restructured range of IT services, its self-service ad portal "AdSelf", and its globally successful "Digital Assembly Line" for automated newspaper production. The focus was also on the "Content-X" and "tohoop" publishing solutions. "Tohoop" is Low German for "together"; the solution enables the simple production of high-quality print products from online content and can be used in conjunction with software like Burda's open-source content management system "Thunder". This made it particularly interesting for agencies and institutions.

"The trade fair has always been an important meeting place. We're always pleased to see the personal and trusting relationship we have with our partners in the industry, which was reflected yet again by all the conversations we enjoyed at our exhibition stand", explains Dr. Hauke Berndt, CEO of ppi Media. "The total number of visitors was higher than we'd expected".

The IFRA & DCX Expo was also the right platform to announce a new distribution partnership between ppi Media and Dar Media. In the future, the Dammam-based company will offer and distribute ppi Media's solutions in Saudi Arabia. The focus of the partnership will be on the "Content-X" and "tohoop" publishing solutions.

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.