

"technologies for magic moments" at the photokina

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Under the motto "*technologies for magic moments*" di support will be at the photokina 2016 in Hall 4.2. Stand D 029 presenting innovative new products for product personalisation. On can look forward to demonstrations of new trend technologies from the **Augmented and Virtual Reality** segment as well as the further developments of the successful G6 Kiosk and various popular apps from di support.

Whether at POS, mobile or via internet at home - whether for printing or for the digital experience - the main focus is on the experience, the comfort and the availability for the customer!

G6 Kiosk and G3 ID PRO:

- Latest version of the award-winning G6 Kiosk, which has been given, in particular, new features for simplifying the interaction with smart phones. Above and beyond this the G6 Kiosk also has new creative tools, which are easy to use and turn every user into an artist. The connection to other cloud and online services such as Instagram, Google Drive and Dropbox is possible.
- The classic product for passport photos is now available in the 3rd generation. The G3 ID PRO is optionally available as a software licence for the small touch terminal version and now as the practical, stylish tablet version. For the latter variant di support was once again nominated for the German Design Award 2017 by the Board for Industrial Design in the category "*Computer and Communication*".

The new multichannel idea:

- "*Where do you want to print today*" is the question that users can put to the new order apps from di support. The applications have been completely newly developed for iOS and Android. It is now easier for the user to navigate through the app, whereby the application takes over a lot and anticipates the next step. The new app developments are part of a new product strategy, which merges E-commerce and stationary business even more with each other and puts the user first. He can decide when and where he would like to receive which product. The operation of the apps was drastically simplified and, at the same time, enriched so that one can call it the first pocket-sized mobile photo kiosk. Even before the photokina began, the new app was started under the "Rossmann Fotowelt" brand in the Apple and GoogleApp-Stores. In both stores the app is already placed in the Foto&Video Apps charts.

Besides the new app, another part of the new strategy is a completely new, cloud-based platform under the name "Cloud Print Hub". First impressions of this platform can already be

seen at the photokina. The innovative "Cloud Print Hub" concept will officially be presented at the Mobile Photo Connect in San Francisco at the end of October.

Thanks to the "Cloud Print Hub" smart phone and internet users will be able to send print-jobs to retailers, laboratories and digital printing houses in the simplest way - and in a global network.

About the company

di support is one of the fastest growing software companies in Europe in the digital imaging sector. Established in 2000 with its headquarters in Frankfurt/ Main Eschborn (Germany), di support offers a leading product portfolio for product personalisation. di support enables top retailers, E-commerce companies, developers and brands all around the world to successfully offer an unlimited variety of personalised photo and print products under their own name.

In cooperation with its customers the company has ensured great changes in the various markets and today annually transforms 54 million orders with approx. 1.4 billion files into magical products and moments for consumers all over the whole world. With the slogan "*technologies for magic moments*" di support mirrors its own and its products' aspiration. The company has set itself the objective of developing technologies, that make digital recordings of e.g. photos and videos a new impressive experience.

Further press information:

If you require any further information, please get in touch with

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Our team would be glad to help you with your research.

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