

A large, stylized red graphic element resembling a thick letter 'J' or a similar shape, positioned on the left side of the header area.

Press release Compart AG

Comparing 2015: Impetus for digital communication

Thursday, August 6, 2015

[Böblingen, August 6, 2015] – Comparing October 15–16, 2015 in Böblingen: Document processing becoming a customer communication hub—industry event even more international

Comparing is fast approaching. This year's motto, "Impetus for digital communication: Ditch the pages and focus on content," underscores why future customer communication will revolve around multi-channel-capable document processing. The international forum for Multi-Channel Document and Output Management will be held on October 15th and 16th, 2015 in Böblingen near Stuttgart. Harald Grumser, Compart owner and founder, insists that companies need to move away from the letter-sized format. In his presentation, the CEO explains why an 8.5 X 11 page is highly unsuited to the new world of communication, where displaying documents on the web and mobile devices makes generating them in a universal format necessary.

Document processing then becomes more about transferring content, with creation and delivery effected outside the confines of the given application. Page size and output channel are therefore not selected inside the application, but much later than is generally practiced today. Grumser will also demonstrate some promising solutions and explain why current trends such as HTML5 are just a single step in the long journey to size- and device-independent document processing.

IBM and Allianz identify potential for optimization

The world of document and output management is in the throes of change, as reflected this year in the forum's usual array of high-profile presentations. Renowned companies like Allianz and IBM will explore different aspects of modern document processing (input/output workflow, dynamic output) and explain why there is still considerable potential for

optimization in these areas. The IBM BluePostbox is one such proven solution for mobile document delivery.

Comparting is well known for its broad range of topics. High-volume production printing has always been one focus. This year, ThyssenKrupp Steel Europe AG will explore the question of what is needed for consistent quality assurance of print data. Kern AG will introduce its new FlowKontrol tool for planning, control and reporting in transaction printing. Another featured presentation introduces various product innovations “out of the Compart Laboratory” to show users what they can expect from Compart solutions technology in the near future.

All main presentations are in German, English and French

Dirk von Gehlen of the “Süddeutsche Zeitung” will explore yet another aspect for the international audience. For the renowned journalist, our society’s increasing digitalization means “the end of mediocrity,” as the title of his keynote address reflects. The Internet of Things (IoT) affects our overall social behavior, according to von Gehlen, and therefore has a major influence on B2B and B2C communication.

For the first time, simultaneous interpreting of all main presentations will be provided into German, English, and French. Like last year, there will be a special track devoted to the French market, as well as a press round table for journalists where the CEO and regional managers will discuss the current situation in the various markets. There will also be ample opportunity for discussion and networking during the breaks and at the evening event. More participants than ever before are expected this year, and not only from Europe.

Comparting, the forum for multi-channel document management on October 15th and 16th, 2015 in Böblingen Kongresshalle. For more information and to register, go to <http://www.compart.com/en/comparting>

For journalists: Press round table at Comparting on Thursday, October 15, 2015 at 2:30 p.m.



Caption: Since its inception eleven years ago, Comparting has grown from a regional user meeting to one of the leading international conferences for innovative document and output management (pictured: Comparting 2014).

Background information on Compart

Compart is a leading international supplier of multi-channel solutions for document management. The company, headquartered in Germany, has been a market presence for over twenty years and has subsidiaries in Europe and North America as well as a network of partners in Latin America.

Compart helps companies boost the efficiency of their operations with solutions for quick and flexible processing of high-volume transaction documents. The scalable and platform-independent DocBridge® family of products, designed, developed and supported by Compart, allows documents to be output anytime, anywhere, digitally or on paper.

The company enjoys a worldwide reputation as an innovative market leader as well as a developer of professional and leading-edge solutions in the field of document management. More than 1,200 customers in 42 countries rely on Compart solutions, in industries that range from finance, insurance, and retail to printers, telecommunications, utilities and healthcare. Furthermore, Compart is a technology partner for numerous leading manufacturers in the industry.

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