

PRESS RELEASE

10 years of Macnetix: A success story

Berlin, April 2010 – April 1st, 2000, the foundation date of Macnetix turned out to be a good omen and symbolises the successful start of an upcoming software company. What started back then with a handful of employees developed into one of the top companies in Germany in the area of new communication systems.

However, the original goal was not left out of sight: „We wanted to create intelligent software solutions that „think“ and truly relieve people in work“, says Peggy Bielke who had initiated Macnetix together with Dirk Wahrheit Macnetix. And this was successful. Today, approximately 30 employees develop, program, install and distribute Macnetix systems that are used by renowned companies like Bacardi, Lufthansa Cargo or Otto GmbH. But also famous hotels like Mövenpick, Six-Senses or Hilton belong to the list of clients of the Berlin team.

„Our customers especially value our professional and flexible service “, Bielke continues. Plus, everybody benefits from the good quality of the Macnetix products. Next to numerous software solutions that are individually attuned to the wishes of its customers, Macnetix was also able to market own standard applications. „It may be unusual that we develop individual software and also sell own products – but exactly this fact makes us to unique“, says manager Dirk Wahrheit. The knowledge in the product area is also an advantage in creating individual solutions. Vice versa, project experience also helps the optimization of the own systems.

However, the standard applications are programs that fall more into the area of modern communication solutions. This claim is also contained in the name Macnetix (Marketing Communication Network Inter-Exchange). While **editIT/playIT** is used as advertisement and information system for digital signage, **IPTV-HD**, the multimedia television by Macnetix stands for inroom entertainment at its best.

„We look back at well-founded experience and continue to develop our programmes“, says manager Wahrheit. Thus, it is also not surprising that Macnetix was able to establish itself on the market for digital signage as well in the area of IPTV (Internet protocol television) and is among the top ten of the branch. A success that was honoured with the Digital Signage Best Practice Award just recently.