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– For Immediate Release –

**sprylab closes € 2 million financing round to target agencies and companies with its Purple Publishing Suite**

- Digital Publishing solution from sprylab, developed in close cooperation with leading publishers
- “EPOS”, fully produced with Purple, is one of the best apps in the App Store
- Funding, to revolutionize corporate publishing market

March 23<sup>rd</sup>, 2015 – sprylab, an expert in mobile solutions, has been working closely with leading publishers since 2010 to develop the Purple Publishing Suite, a solution for preparing content for mobile devices very efficiently. Especially its extensive capabilities of innovative digital storytelling has led to EPOS being selected as one of the best apps in the App Store 2014 by Apple. The history and science magazine by publisher Axel Springer was fully created with the Purple Publishing Suite by journalists and designers.

Innovative digital storytelling formats help readers develop an emotional tie to a publication and thus drive the most important app success criteria: positive feedback and recommendations. And makes them highly attractive for agencies and companies. The Purple Publishing Suite has been developed ground up for new media formats. It therefore offers a great amount of possibilities for creating digital stories - in contrast to existing print tools that have only been enhanced for digital use.

"The vision behind Purple is to take full advantage of the capabilities of smartphones and tablets and bring content to life," said Michael Markowski, General Manager at sprylab. All kinds of media and document formats can be used as a starting point: InDesign files, images, videos, texts or PDFs. With Purple anyone can develop innovative digital



storytelling with existing material and amaze readers with immersive stories. Now agencies and companies can use the Purple Publishing Suite to produce highly individual and beautiful apps. These can include corporate or product publications, customer magazines, sales and marketing materials, training materials or apps for internal communications. With Purple they are able to apply their creative core competence in the mobile world.

"We will use the € 2 million from our financing round, completed with Berliner Sparkasse, the Investment Bank Berlin and the Mittelständische Beteiligungsgesellschaft Berlin Brandenburg, to apply the Purple Publishing Suite to agencies and businesses. In addition, we will build up sales and marketing to address these new customer segments", says Stephan Heck, General Manager at sprylab. An international expansion is scheduled for 2016. Various forms of financing were taken into consideration. Benjamin Kolb, General Manager at sprylab points out that "the ability to take decisions independently was the deciding factor for sprylab to choose mezzanine financing." The three general managers, Stephan Heck, Benjamin Kolb and Michael Markowski studied computer science before starting their career in large organizations and agencies. They then went on to establish their own companies. sprylab was founded in 2007 and has since grown to over 40 employees.

An introduction to the Purple Publishing Suite will be provided at the launch webinar, on March 24<sup>th</sup> at 4pm CET (Berlin). Register for the webinar at <http://www.sprylab.com/webinar>

## **About sprylab**

sprylab technologies GmbH is an innovative IT service and software company based in Berlin, that advises companies on mobile strategies and implements mobile apps, backend systems and web portals. The portfolio is complemented by in-house products that other service providers and companies can use to create apps without coding. Clients range from start-ups to multinational enterprises, such as Axel Springer, Hubert Burda Media, Daimler and T-Systems, and include companies that sprylab has been serving since its inception in 2007.