

## **ppi Media acquires publishing expert KnowledgeView Ltd**

*ppi Media has acquired the London-based company KnowledgeView Ltd, producer of digital publishing solutions for the MENA region, with immediate effect. The founder of KnowledgeView, Dr. Ali Al-Assam, will join the company from northern Germany as Senior Vice President for the MENA region.*

**October 13, 2017.** With the acquisition of KnowledgeView Ltd, a leading provider of publishing solutions to the Arab region, existing customers of KnowledgeView will receive excellent support services from ppi Media, a company with more than 30 years of experience in the comprehensive support of media companies - for all levels of support. Customers of KnowledgeView in the MENA region will be able to benefit from this experience in the implementation and support of more than 100 prominent publishing houses and media corporations on four continents. In addition, ppi Media provides customers the chance to upgrade to the solutions of the company's wide range of publishing services. The founder of Knowledge View, Dr. Ali Al-Assam, will join ppi Media as its Senior Vice President for the MENA region. KnowledgeView's Roberto Minio will also be working for ppi Media as Senior Technical Consultant.

"The connection between ppi Media and KnowledgeView means that we will be able to offer media companies in the MENA region a very broad range of production solutions. We will support the solutions currently in use, while at the same time offering future-oriented services that will ensure media companies remain competitive. We are proud to be able to work for KnowledgeView's customers, who are amongst the leading Arabian media companies, from now on," says Hauke Dr. Hauke Berndt, managing director at ppi Media.

"KnowledgeView was founded 22 years ago and has since then developed outstanding publishing technologies that are being used by more than 60% of the most important newspaper productions in the Arab region. Thanks to the leading media company ppi Media, our customers and the media industry as a whole will now benefit from even better services. I am proud to be able to continue working for the Arabian publishing industry with my colleagues as part of ppi Media, and to meet the challenges the media landscape is faced with," says Dr. Ali Al-Assam.

### **About ppi Media**

*ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and*

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*SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.*

**For further information go to: [www.ppimedia.de/en](http://www.ppimedia.de/en)**