

## **P R E S S   I N F O R M A T I O N**

### **"2010 Best Product of the Year"**

#### **New CEWE PHOTO BOOK software receives the Plus X Award**

+++ Successful participation in the largest technology, sport and lifestyle contest worldwide +++ Another distinction for the much-awarded software program in the "ease of use" category +++ Conferment of the new official "Best Product of the Year" seal +++

Oldenburg, 28 May 2010 – CEWE COLOR, the market leader among European photo service companies, has once again been distinguished for its CEWE PHOTO BOOK software, which has already one many prizes. The latest 4.6 version won the Plus X Award in the "ease of use" category in the largest technology, sport and lifestyle contest worldwide. For the first time, the top-class international jury also awarded the "Best product of the Year" seal - winner of the award in the photo book order software product category: likewise the new CEWE COLOR software program.

The "2010 Best Product of the Year" seal impressively substantiates the leading position that CEWE COLOR and the CEWE PHOTO BOOK hold on the European market. The award in the "ease of use" category also acknowledges the investments that the company made in continuously improving the CEWE PHOTO BOOK software. Thomas Grunau, Director with the Neumüller CEWE COLOR Foundation in charge of the Marketing Division: "Comprehensive market research efforts and intensive dialogues with retail partners and users throughout Europe provided the basis for the scope of services offered by the new version." Besides even more design options, the software is mainly attractive thanks to simplified handling, thus ensuring inspirational results. "Final consumers can design their personal CEWE PHOTO BOOK quite individually according to their own ideas. At the same time, they are supported by the new software assistant and other innovative program functions," Thomas Grunau continues.

In addition to new thematic design templates and the easy format-change function, it is mainly the assistant function that users find so convenient. At a user's request, the assistant chooses photos from selected files and automatically places them, while at the same time taking account of the user's personal taste and even independently selecting the best and most suitable photos from a selection containing too many photos. When designing the interface, the focus was also on standard, intuitive operation: tools that are needed for each design step are mainly shown in order to

achieve the greatest possible clarity.

The Plus X Award, which distinguishes products in six categories, was presented for the seventh time in 2010. More than 1,000 entries were submitted from a total of 13 sectors.

*More information on the award-winning order software program is available at <http://www.cewe-fotobuch.de/neue-bestellsoftware-4-6.php>.*



Thomas Grunau, Director with the Neumüller CEWE COLOR Foundation in charge of the Marketing Division.

\*\*\*\*\*



Plus X Award seal

Source: CEWE COLOR, printing free of charge, receipt requested.

\*\*\*\*\*

**Press contact for any queries:**

CEWE COLOR AG & Co. OHG,

Dr. Hella Hahm

Tel.: +49 441/404 - 400 or +49 171/34 50 530

Fax: +49 441/7 404 - 421

Email: [hella.hahm@cewecolor.de](mailto:hella.hahm@cewecolor.de)

Internet:

[www.cewecolor.com](http://www.cewecolor.com)

About CEWE COLOR: Photo service provider CEWE COLOR, with twelve highly-technical production plants and a staff of around 2,700 employees in 24 European countries, is both market and technological leader. The company supplied more than 3.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2009. In 2009 turnover amounted to 409.8 million euros. CEWE COLOR is a "first mover" in the launch of new digital technologies and products, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing



simply beautiful photos

extremely well. A sales volume of 4.2 million photo books (+17 %) is being targeted for 2010. In 1961, CeWe Color was founded by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CEWE COLOR Holding AG is listed on the SDAX.