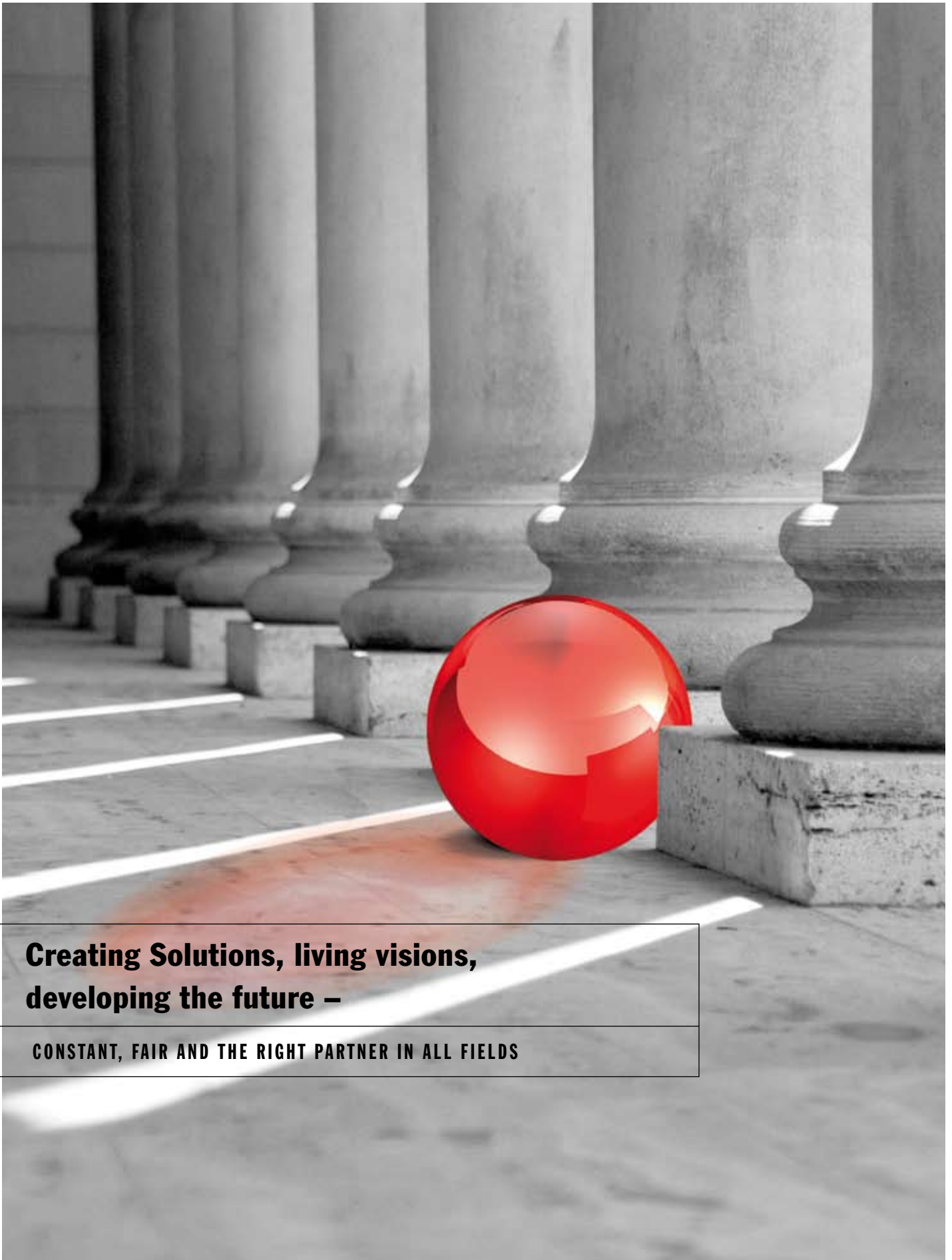


**Visions Made
in Germany.**

PARTNER FOR OPTICAL AND INNOVATIVE TECHNOLOGIES





**Creating Solutions, living visions,
developing the future –**

CONSTANT, FAIR AND THE RIGHT PARTNER IN ALL FIELDS

Constantly Dependable –

OUR QUALITY CHARACTERISTICS!

Well thought-out structures constitute the fundamental basis of our company and our way of doing business. As a German company we have been practising this principle for more than 10 years now – as developer, promoter and specialist.

A strategic approach, in terms of thoroughly thought-out concepts – this is what we know and do best, as only those who begin with a solid foundation are in a position to build up and expand their businesses. This philosophy is reflected in the outstanding quality of our products and customer support.

These very products have found world-wide application for many years and bear witness to their exceedingly high dependability. In particular our

continuing presence in the market with well-engineered products still convinces and satisfies our customers – both old and new.

We see the search for solutions as a challenge and want to play a leading role in the future with our visions.

Visions Made in Germany.



Not only high, but real motivation and qualified staff, preparing the way for development of innovative products and the entitlement to dependability.



Target-oriented Thinking and Expertise –

OUR SCALE OF ACTIVITIES!

A company is only as good as its workers. This is the reason why we attach such great importance to our staff. It does not matter whether it is in development, support, quality assurance, administration, product marketing or sales.

The specialised skills of our staff with their on-going training are a natural matter of course for us. Then only those in possession of a wide-ranging basis of knowledge have the necessary foresight to procure

solutions to problems, to develop innovative products and to be in a position to offer real professional services.

We demand and further cultivate target-oriented thinking, efficient working processes and the active expansion of expertise, to be able to give our customers the maximum of quality. High motivation, dedication and commitment to work – this is what is said about us by customers.

Our many years of continued functionality, professionalism and quality have been earned through not only well-engineered products, but also the people who demonstrate these attributes day after day in their work.

The success of the company is a tribute to our staff and our work.

World-wide Recognition and Fairness –

OUR MARKETING CRITERIA!

Many years of continuity and open-mindedness are appreciated by our partners, just as much as the high degree of innovation and services provided.

Customers take advantage of the services provided by our dependable and competent partner companies in more than 25 countries. Together, we have successfully advised and supported 2 million users of our products since 1994.

Honesty and philosophy are paramount to our strategic activities – we provide our partners with not only high-quality support and individual training, but further in their sales activities.

Involvement of our key sales partners in the arrangement and further development of products is proof of the closeness involved in a working partnership. And let us not forget the possibility of developing and implementing individually tailored services for our partners. Openness and fairness play an important role in

the combined success story – and is thereby a major component in our activities.

A partner for us is someone who can work successfully with us, and who can profit from the results with us.

Partnership Made by POINT.



Superior Quality and Functionality –

OUR PRODUCT CHARACTERISTICS!

Target-orientated functionality and efficient solutions are the distinguishing features of our products. Since a well-proven product status is trusted by partners as well as users alike.

World-wide we are known as a dependable and innovative software partner, for platform- and technology-independent archival, for automated media production and for traditional storage with optical technologies. Our success is the fruit of on-going development work and great attention to detail.

PoINT CDarchive, PoINT OpticalArchive, PoINT Jukebox Manager and PoINT Publisher are the products which have made us successful. And we are continuing our successful line of products with PoINT Audio Video Software Development Kit and PoINT Archiver.

The PoINT Jukebox Manager is unrivalled today on the Windows platform. It is so proven and highly functional that it is the number 1 on the market. The positive balance of our activities strengthens our drive and spurs us on.

With its far-reaching technology-independence, the PoINT Archiver is the top product for professional file-based archiving. The architecture today supports hard-disks, tape and optical storage according to their characteristics and it is already prepared for future storage technologies. Positive reaction from the market has acknowledged our work and is the result of on-going development activities.

The PoINT Publisher, the only product in its class which offers complete hardware independent functionality, also bears our name. The result of many innovative improvement steps.

PoINT OpticalArchive and PoINT CDarchive are the most experienced development tools to integrate optical storage. PoINT Audio Video SDK broadens this out in the multimedia field. Similarly here, success has been proven without doubt through many optimisation processes.

New ideas and creations wait for nobody, then our strength is development work, **solid software and quality Made in Germany.**





Visionary Technology and Success –

OUR CHARACTERISTICS FOR THE FUTURE!

Fascination of technology and the ambition to continually be better – that is what drives us on. Innovations integrate with well-proven functions, so together they form the basis of our vision.

To formulate the future by determining technological progress – that is the target we are working for. The pursuit towards still more efficient and target-orientated solutions is the motivation for our activities.

To recognise future trends and developments, including developing ideas for new technologies – this is what we see as our task – as well as the expansion of our qualified staff and sales partners.

We will move forward in the future with ambition and love of detail, driving product innovation forwards. Standstill as a word does not exist for us.

The fascination for technology and thereby the chance of measurably influencing progress – this is the basis for our ambition. Visionary approach is followed with perseverance which then flows into success.

We never miss the opportunity to optimize our products.

Visions Made in Germany.



Partner for optical and innovative technologies

PARTNER FÜR OPTISCHE UND INNOVATIVE TECHNOLOGIEN



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