

Press release

real,- intranet with pirobase CMS on the road to success

real,- intranet website wins gold at the LACP Spotlight Awards

Cologne, 15 December 2010 - real,- and Imperia are jointly celebrating a gold award. The 'real,- direkt' intranet site of the retail company, which is based on the pirobase® CMS enterprise content management solution of Imperia AG, was awarded the Gold Award in the category 'Best German Intranet' at this year's 'League of American Communications Professionals (LACP) Spotlight Awards'.

This award is presented annually by the American association LACP in the categories 'Best Print', 'Video/Audio' and 'Web Productions'. An international jury evaluates the submissions, particularly on the basis of their first visual impression, creativity and clarity. In the 'Online/Intranet' category, the real,- intranet managed to get 97 out of 100 possible points. The jury justified this award by praising the company's well-considered design and its clear communication tailored to the needs of the target group.

'We are very pleased with this outstanding award. During the past year we have completely redesigned our intranet to improve communication with our German branches,' says Albrecht von Truchseß, corporate communications manager at real,- SB-Warenhaus GmbH. 'Our new concept is successful: During the summer, we were able to restructure our intranet to improve the clarity of its layout and to make it easier to use and simultaneously future-orientated. pirobase® CMS provides us with an ideal technical base. The award is excellent proof of our joint success on which we will continue to build.'

About Imperia

Imperia AG is one of the leading providers of enterprise content management (ECM) solutions. Apart from a large consulting team of ECM experts, the two product brands imperia and pirobase® CMS are among the company's core products. Imperia's customers include groups such as METRO, RWE, Praktiker and Panasonic, media companies such as sueddeutsche.de GmbH, ProSiebenSat1, Brainpool and Bayerischer Rundfunk, medium-sized companies such as Stiebel Eltron, Tank & Rast and Siegenia Aubi, numerous public institutions and many other companies from the widest variety of sectors. Imperia AG is a 100% subsidiary of PIRONET NDH AG.



Media contact

Imperia AG

Annette Dieckmann

Leyboldstrasse 10

50354 Hürth

Tel.: +49.2233.807-544

Fax: +49.2233.807-100

e-Mail: annette.dieckmann@imperia-ag.de