7 July 2020, Mülheim an der Ruhr

Virtual tradeshow format attracts new target audience

- The digital event format opens up new opportunities
- New first-time participants who could not attend without digital format
- Virtual booths and multiple program channels allow personalized content

Digitization makes not only workflows and document management more efficient. The digital format of EASY WORLD 2020 allows for a top-class program without compromises and for even more visitors. No travel distances, no hotel costs - thanks to ease of participation in the online format, EASY is already registering enthusiastic first-time participants for the event.

A virtual exhibition center enables guests to interact remotely with exhibitors and their offerings via web browser. Experts from EASY or from the EASY partner network look after the individual booths via chat. Convenient downloads replace paper-based flyers and brochures.

The entire main program, including lectures and presentations, will take place in parallel on various live channels. All guests can switch freely between the individual channels and attend the presentations that interest them most. A selected team ensures high-quality production and moderation live from a professional studio in Düsseldorf.

The 100% digital EASY WORLD 2020, as always, offers the network of customers, partners and interested parties far more than just information about EASY SOFTWARE and partners. The trade show is a hotspot for knowledge exchange and networking among all participants.

This year's entertainment program is particularly exceptional due to the format: The eSports team from Borussia Mönchengladbach, for which EASY has been a sponsor since summer 2019, offers guests the opportunity to compete against the professionals online in the current FIFA. Hendrik Thoma, Master of Wine, will ensure a more relaxed pleasure. EASY sends wine packages to guests who want to round off the evening with Hendrik Thoma at a digital tasting - alternatively, an olive oil tasting is also available.

Creative rethinking results in a virtual event that is not only worthy of the previous years, but also offers exciting new possibilities in terms of flexibility and accessibility. Registration for EASY WORLD 2020 is possible on the EASY SOFTWARE website.

About EASY SOFTWARE AG

EASY SOFTWARE AG, with its headquarter in Mülheim an der Ruhr, Germany, is developing intuitive and customized software products and services for customers for the digitization of business processes since 1990. These products can be seamlessly integrated into existing systems and automate, mobilize, and optimize their customers' workflows worldwide. EASY provides these solutions on-premises, in the cloud and mobile.

With over 13,600 cross-industry installations, EASY SOFTWARE AG is one of the market leaders for software products and solutions in Germany. Since its foundation in 1990, the company has been active in 60 countries and currently has 393 employees. The EASY SOFTWARE has a network of around 100 partners. Its international subsidiaries are located in Europe, Asia and the USA.

At the end of 2018, EASY SOFTWARE AG made the significant technology acquisition of Apinauten GmbH from Leipzig, which offers the multi-experience ApiOmat platform. It will provide access to new customer segments in the attractive and fast-growing cloud business.

Following the merger of Apinauten GmbH with EASY ENTERPRISE SERVICES GmbH in August 2019, the ApiOmat platform operates under the EASY APIOMAT GmbH banner.

In fiscal year 2019, the EASY SOFTWARE Group generated revenues of EUR 50.6 million.

Please find more information on www.easy-software.com.

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