



Press Release

28th June 2019

Award: simpleshow is a TOP 100 company

Überlingen, Germany – Berlin-based explainer video company simpleshow has made the leap to join the best in the 26th edition of the TOP 100 innovation competition. Therefore, the company was honored on 28th June by the mentor of the competition, Ranga Yogeshwar, Prof. Dr. Nikolaus Franke, the scientific director of the contest, and compamedia in the 'Frankfurter Jahrhunderthalle'. On the basis of a scientific system, TOP 100 rates the innovation management of medium-sized companies. In the independent selection process, the company particularly impressed with its innovation success and its innovation processes.

Explainer videos are a hit: whether on YouTube, in eLearning, or in the customer communications of many companies. They are created by simpleshow, the market leader for professional videos of this genre. This TOP 100 company with more than 200 employees around the globe has already produced several thousand clips in over 50 languages, worldwide. The portfolio includes easily understandable video explanations, interactive online courses and the new, digital, do-it-yourself tool "mysimpleshow". The solution, which uses artificial intelligence to automatically transform text into an animated, simpleshow-style video, is one-of-a-kind and enables users to create their own explainer videos. Available on the market since 2017, the mysimpleshow creator is already enjoying huge demand.

Dr. Sandra Boehrs, managing director of simpleshow Germany explains: "Our goal is to provide services and tools to create simple and effective explanations that facilitate internal as well as external corporate communication. In recent years, we have always strived for the best explanation with scientifically proven format developments. Now, mysimpleshow enables anyone to create short and dynamic explainer videos themselves, quickly and easily. The development of mysimpleshow has consciously aligned with our brand philosophy of simplification and combines our proven methodology with self-learning intelligence."

The innovation processes of the company rely on agility and collaboration and include regular, open ideation rounds, prototype developments, and market tests before new video formats, offers, or functionalities are marketed. At the same time, the management places particular emphasis on offering opportunities for each employee to assume project responsibility.

FOR IMMEDIATE RELEASE



TOP 100: the competition

Since 1993, compamedia has awarded the TOP 100 seal of approval for outstanding innovation and above-average innovation success to medium-sized companies. Since 2002, the scientific direction has been in the hands of Prof. Dr. med. Nikolaus Franke. Franke is founder and director of the Institute for Entrepreneurship and Innovation of the Vienna University of Economics and Business. The mentor of TOP 100 is the science journalist Ranga Yogeshwar. More information at www.top100.de.

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