



Press Release – 11 June 2015

A complete facelift for the corporate website of Wibu-Systems

So fresh and so responsive – the all-new Wibu-Systems website

Karlsruhe, Germany – Just in time for Google’s recent recommendation for marketing professionals to favor mobile friendliness as one of the top-ranked search criteria, Wibu-Systems has launched its brand new website. Whether you are on a laptop, a tablet, or a smart phone, the new website delivers the same crisp and engaging navigation. No pinching, squinting, or scrolling required. All grids, images, videos, and forms are rescaled and repositioned automatically depending on the device you are using.

The revamped www.wibu.com and all of its localized versions in German, Chinese, Dutch, French, Japanese, Korean, Russian, and Spanish also offer a fresher look for a more enjoyable and comfortable experience. Content is structured in a clearer fashion and with a larger font to enhance readability.

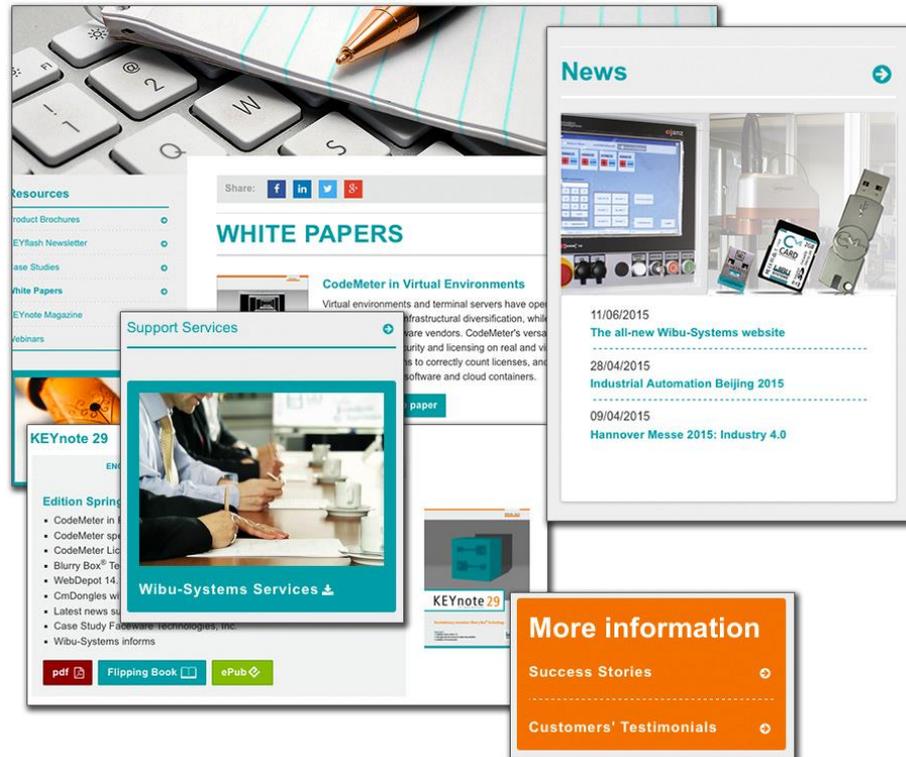
Even if design plays an important role in the browsing journey as a whole, content remains king. A richer text for a more meaningful reading experience was a top priority in our mission. There are new product sections that go deeper into the detail of Wibu-Systems’ protection, licensing, and security technology. The entire download system has been overhauled and made even more intuitive. The search bar screens through all available resources, including not just online text, but also all documents uploaded in public and reserved areas. The corporate magazine KEYnote is easily accessible in three different formats (pdf, flipping book, and epub) to respond to current trends and their users’ patterns of behavior.



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As social media is gaining more and more traction every day, a host of sharing and liking buttons has established a ubiquitous presence on our web pages, allowing immediate communication with our readers across multiple platforms.

Last, but not least, performance was paramount on our agenda. Multimedia contents are the most viewed elements to consider, so their hosting and the underlying architecture have been boosted for even smoother streaming. Oliver Winzenried, CEO and founder of Wibu-Systems, states “China, one of the globally leading trading partners and host to two of Wibu-Systems’ subsidiary offices has recently suffered from poorer performance of websites hosted in Western countries. Through our cooperation with local government, industrial partners, and academic bodies, we are empowering Industry 4.0 and enabling new business opportunities. A bold move was therefore necessary, and the game changer was an additional investment in the Far East, which has already paid off by the fast accessibility of our Chinese website.”



Picture: Revamped website from Wibu-Systems

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More than 25 years of Perfection in Protection, Licensing and Security



WIBU-SYSTEMS AG (WIBU®), a privately held company founded by Oliver Winzenried and Marcellus Buchheit in 1989, is an innovative security technology leader in the global software licensing market.

Wibu-Systems' comprehensive and award winning solutions offer unique and internationally patented processes for protection, licensing and security of digital assets and know-how to software publishers and industrial manufacturers who distribute their applications through PC-, embedded-, mobile- and cloud-based models.

Media graphic resources available at: <http://www.wibu.com/photo-gallery.html>

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