

# Press Information

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## **drupa 2020 made simple – get the new myHD app!**

- **Registered users now get details about Heidelberg concept and offerings for drupa**
- **Functions support print shop performance check**
- **Gradual expansion with additional added-value services planned**

Being well prepared for your visit to drupa saves time, money, and stress. In the past, even preparing for the trade show could be a complex affair, involving a lot of wide-ranging and time-consuming research. When it comes to drupa 2020, however, there is an easier way! The new mobile myHD app from Heidelberger Druckmaschinen AG (Heidelberg) turns the whole experience of preparing for and visiting the trade show into a contemporary digital customer experience for registered users. The new tool is also another milestone in the digitization of customer relationships.

With the aid of the myHD app, visitors to drupa and anyone else who might be interested in all the latest trade show news from Heidelberg can find out all about the company's new products and presentations. Before they even set foot in the exhibition center, visitors can get an overview of the booth and the shows and events that are planned, and even schedule a meeting with a Heidelberg contact. From the start of the trade show on June 16, myHD will deliver daily summaries of event highlights, provide contact information for speakers and experts, and share case studies with live demonstrations of functions such as Prinect Live Performance Data and Performance Benchmarking, which are designed to give print shops an overview of their current performance.

## Press Information

The equipment solutions Heidelberg is showcasing at drupa in Düsseldorf and in Wiesloch will also be linked to myHD. The first demo applications are already available ahead of the trade show.

### **The fast and simple solution for getting an overview of print shop performance**

The new myHD app also offers customers a range of interesting added-value functions that will come in useful long after the trade show has closed. Users who operate Heidelberg equipment on the latest version of Prinect will find the app makes a great dashboard for displaying press availability, makeready times, and paper waste, i.e. the key performance indicators that reveal how profitably the equipment in a print shop is being run.

Heidelberg is gradually going to expand the range of functions in myHD.

Planned additions include the option of viewing weekly benchmarking performance reports, getting notifications about planned maintenance and service appointments, and establishing a connection to the interactive Heidelberg Assistant customer portal. myHD is also to be expanded as a comprehensive information portal, complete with a newsroom, to serve the Heidelberg community.

“Digitized customer relationships coupled with interesting added-value services are the key to establishing collaborative business relationships with customers in our digital world,” explains Ludwig Allgoewer, Head of Sales and Marketing at Heidelberg. “Our aim is for the myHD app functions we’re presenting now to simplify the way we work with our customers and offer them more added value.”

### **myHD goes live on March 12, 2020**

The launch date for myHD is March 12 and it is available to download from Google Play (Android) and the App Store (iOS) in English and German. Other languages will be added in time for drupa. The IT management of the tool is being handled by Heidelberg subsidiary Zaikio GmbH, formerly Crispy Mountain, which Heidelberg acquired last year.

[You can read all about Heidelberg at drupa 2020 here](#)

Links to myHD App: [Apple Appstore](#) [Google Play Store](#)

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**Figure 1:** The new Heidelberg app is a milestone in the digitization of customer relationships and additional added-value services.

**Figure 2:** Customers can use the Heidelberg app to keep track of their print shop's performance.

Image material and additional information about the company are available in the [Press Lounge](#) of Heidelberger Druckmaschinen AG at [www.heidelberg.com](http://www.heidelberg.com) and in the [Media Library](#).

Heidelberg IR now on Twitter:

Link to the IR Twitter channel: [https://twitter.com/Heidelberg\\_IR](https://twitter.com/Heidelberg_IR)

On Twitter under the name: @Heidelberg\_IR

## **Further information:**

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