

PRESS RELEASE

COMOSOFT
MULTICHANNEL SOLUTIONS

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COMOSOFT launches the fifth version of its multichannel marketing solution LAGO

Greater security and more intuitive operation are the focus of the new version

Hamburg, 26.09.2018 - The fifth version of the multichannel marketing solution LAGO is now available to all Comosoft customers. The main focus of the latest version is increased security and user-friendliness. Over 20 years ago, Comosoft launched the first version of LAGO, which integrates data and assets from multiple sources enabling channel-agnostic content production. Since then, Comosoft has become one of the world's leading providers of multichannel marketing solutions, bringing efficiency and innovation to our customers' workflows.

A major change that has come to LAGO 5 is the conversion of Flash-based modules to HTML 5, enabling the latest technology to be used within the LAGO core. Responsive design has also been implemented throughout the LAGO web client, ensuring a better experience for all mobile users.

"By 2020, the major global players such as Apple, Google, Facebook and Co. will no longer support Flash content," explains Peter Jozefiak, Managing Director of Comosoft. "As smart as this technology may have been back then, it is still insecure today and, unfortunately, offers a large gateway for malware. LAGO 5 also offers increased security as well as many new features, such as a redesigned LAGO plugin for InDesign, an extended PDF export, a LAGO Asset API, and a simplified media import".

With the last major release of LAGO 4 in 2010, Comosoft set a worldwide industry standard for Omnichannel media production. Since then, other technology vendors have introduced new products to the market and digital media consumption has become as commonplace as print. With the release of LAGO 5, Comosoft is reacting to technological trends in the global software and hardware industry of recent years and is making a new innovative leap.

About Comosoft GmbH - Digital Marketing Transformation for Almost 25 Years

Comosoft GmbH was founded in Hamburg in 1994 and in its almost 25-year success story, has established itself as a global pioneer for PIM, DAM and multichannel solutions systems in the retail, mail order, e-commerce, industrial and manufacturing sectors. Comosoft's goal has always been to provide customers with platforms with which they can meet the challenges of Omnichannel Business. The process is always viewed holistically: from product asset and data to the planning and production of marketing materials, Comosoft uses its extensive industry knowledge to build new workflows based on best practices and maximizing efficiency. Comosoft's tools integrate directly with Adobe InDesign® and Photoshop® enabling seamless marketing production with industry-standard applications.

Today, Comosoft GmbH operates nationally and internationally from its two main locations in Hamburg (HQ) and Dallas (Texas) in addition to various sales subsidiaries. Comosoft's philosophy, however, is much more comprehensive than simply offering software products: It is rather the close interaction of consulting, software and innovation that enables us to implement successful projects in the omnichannel business. At its core, Comosoft is a company that develops software and makes it available to companies in a wide variety of ways (purchase, SaaS and cloud versions). www.comosoft.de

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