

New York, July 30, 2015

DOCMINE announced today the implementation of Adobe Digital Publishing Solution 2015 as their new mobile app platform as a mobile solution for brands seeking to expand their mobile strategy. As a creative studio that specialized in documentary filmmaking, we are now leading the way for our brands in the exciting era of digital storytelling that merges video, images and text into one immersive storyline.

“Our creative team was impressed at the first unveiling of the pre-release and quickly agreed to participate in its planned launch. Creating beautiful content and storytelling is our first priority, but the ability to scale internationally and establish ourselves as a digital authority through creative technology solidifies our vision to combine strong strategic and insightful thinking with the highest levels of visual execution and brand storytelling.” said Patrick M. Mueller, Founder and Managing Director at DOCMINE.

“DOCMINE has deep roots in the film and design community globally and we were excited on their adoption of DPS 2015 as part of their digital vision for clients,” said Gerald Farro, Head of Worldwide Business Development for Adobe Digital Publishing. “It is all about creating a great user experience for a brands customers and DOCMINE has been recognized for their work as selected by Apple as Best of App Store 2014. DOCMINE is on the forefront of using our creative technology and we look forward to see them set a new design paradigm with DPS 2015 to their award winning digital storytelling expertise for their client base.

“Adobe DPS 2015 will enable us to focus on the clients ideation, creative and design instead of making large investments in development cost,” says Robin Burgauer, Head of Creation for DOCMINE. “We already can see the benefits of delivering projects to market faster and the ease to deliver a cohesive brand experience across all platforms.”

“Adobe DPS 2015 aligns perfectly with our creative DNA as we found it important to adopt a digital solution that help us present a compelling story for our clients brands,” says Mueller.

Link App Store to SWISS Universe Luxury App:

<https://itunes.apple.com/ch/app/swiss-universe-luxury-edition/id1002388579?mt=8>

Link Trailer on Youtube:

<http://youtu.be/xls9Mwyl4mk>

Mehr Infos im Blog von Adobe:

<http://blogs.adobe.com/digitalpublishing/2015/07/dps2015-swiss.html>

For further information please contact Patrick M. Müller, Managing Director – patrick.mueller@docmine.com

About DOCMINE

DOCMINE is a creative factory based in Munich and Zurich building a new content universe around true stories. We are pioneers in this exciting new era of digital storytelling by merging video, images and text to one, immersive storyline.

We originate from award-winning documentary filmmaking and are heading straight into the future of digital publishing with our visionary idea of interactive videobooks.

Our vision goes beyond a single product though. We want to unite publishers with the audiovisual industry to establish a platform with well-selected, high-quality videobooks on our app «videobooks» for iOS and Android and our website videobooks.com.

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