



European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



www.seal-of-excellence.org

Press Release – Embargoed till 1 March 2011, 4.30 PM

European Seal of e-Excellence 2011 - Winners Announced

Brussels, Belgium / Hannover, Germany - 1 March 2011

The Winners of the [European Seal of e-Excellence 2011](#), the prestigious Europe-wide Award honouring ICT and digital media companies with an excellent track record in **innovative marketing**, were announced today at CeBIT in Hannover Germany.

Awarded annually by EMF – The Forum of e-Excellence and its Partner Associations, the European Seal of e-Excellence is widely known for promoting companies in the digital field with

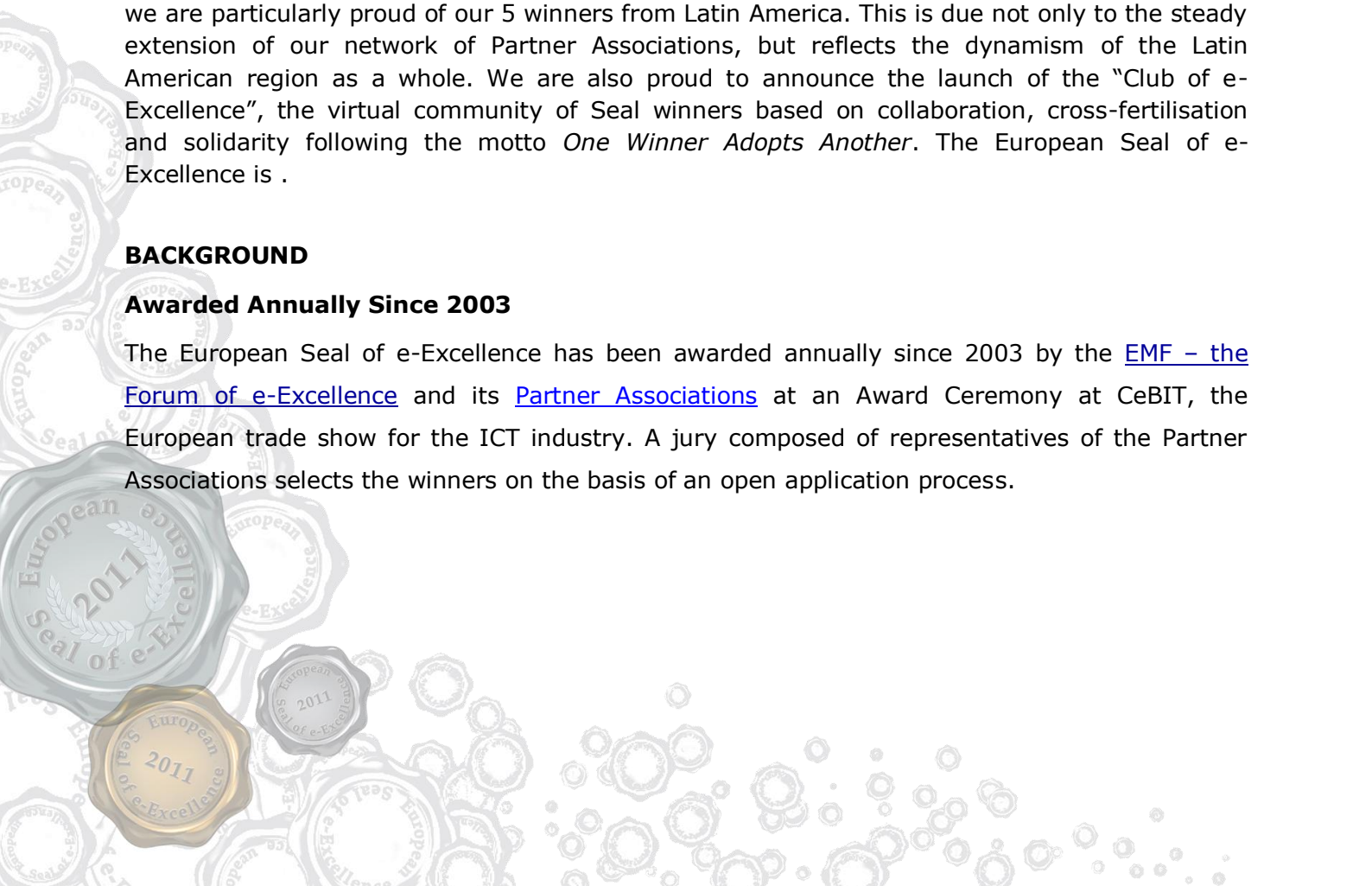
- Innovative products and services, and
- Excellent marketing practices to promote them.

Margaretha Mazura, EMF Secretary-General, declared: “For the 9th version of the European Seal of e-Excellence, we have 36 winners from 18 countries. This confirms the Seal’s worldwide reach and recognition as a leading award for innovative and successful ICT companies. In 2011, we are particularly proud of our 5 winners from Latin America. This is due not only to the steady extension of our network of Partner Associations, but reflects the dynamism of the Latin American region as a whole. We are also proud to announce the launch of the “Club of e-Excellence”, the virtual community of Seal winners based on collaboration, cross-fertilisation and solidarity following the motto *One Winner Adopts Another*. The European Seal of e-Excellence is .

BACKGROUND

Awarded Annually Since 2003

The European Seal of e-Excellence has been awarded annually since 2003 by the [EMF – the Forum of e-Excellence](#) and its [Partner Associations](#) at an Award Ceremony at CeBIT, the European trade show for the ICT industry. A jury composed of representatives of the Partner Associations selects the winners on the basis of an open application process.





European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



Partner Associations

The Seal is supported by the following partner associations in 22 countries:

- [Agência de Inovação - Enterprise Europe Network member](#) (Portugal)
- [Asociacion de Industrias de las Tecnologias Electronicas y de la Informacion del Pais Vasco](#) (Spain)
- [Asociación Nacional de Empresas de Internet](#) (Spain)
- [Asociación Nacional de Investigación e Innovación](#) (Uruguay)
- [Associação Nacional de Jovens Empresários](#) (Portugal)
- [Association Multimédia Emploi](#) (France)
- [Associação para Promoção da Excelência do Software Brasileiro](#) (Brazil)
- [Association Suisse des Technologies de l'Information & du Multimedia](#) (Switzerland)
- [The British Interactive Media Association](#) (UK)
- [Bundesverband Digitale Wirtschaft](#) (Germany)
- [Cámara de empresas software y servicios informáticos, CESSI](#) (Argentina)
- [Cámara Costarricense de Tecnologías de Información y Comunicación](#) (Costa Rica)
- [Cámara Nacional de la Industria Electrónica, de Telecomunicaciones y Tecnologías de la Información](#) (Mexico)
- [Club de Innovación](#) (Spain)
- [Cluster of Multimedia and Information Systems Association](#) (Poland)
- [Digibusiness Finland gathers Finnish companies together for world conquest](#) (Finland)
- [East of England Multimedia Alliance](#) (UK)
- [Enterprise Europe Network Hessen](#) (Germany)
- [eMatch - Increase your opportunities for commercial partnering and innovation projects](#) (Norway)
- [EMF - The Forum of e-Excellence](#)
- [Empresas Galegas adicadas a internet e as novas tecnoloxias](#) (Spain)
- [Franche Comté Interactive](#) (France)
- [IKT Norge](#) (Norway)
- [Infopole - The network of partners for Information and Communication Systems in Wallonia](#) (Belgium)
- [Interactive Technology Software & Media Association](#) (India)
- [International Network for Terminology](#) (Austria)
- [Kibla Multimedia Center](#) (Slovenia)
- [MATISZ - Hungarian Association of Content Industry](#) (Hungary)
- [MFG Baden-Württemberg, Innovation Agency for ICT and Media](#) (Germany)
- [No abuse in the Internet - The Authority in the fight against cyber crime](#) (Germany)
- [Plataforma Tecnológica Mexicana](#) (Mexico)
- [Plugmedia](#) (Belgium)
- [Politech Institute - European Center of Political Technologies](#) (Belgium)
- [Ruta-N, Portal de Innovación](#) (Colombia)
- [SEPVE - Association of Information Technology Companies of Northern Greece](#) (Greece)
- [Software y Servicios Chile](#) (Chile)
- [Technologies Wallonnes de l'Image, du Son et du Texte](#) (Belgium)
- [VITE - network and information platform for IT-companies, R&D and educational institutions](#) (Austria)
- [Welcoming Arguments Visualization to Europe](#) (Belgium)
- [The West Midlands ICT Cluster](#) (UK)



European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



Sponsors

EMF and its Partner Associations would like to thank their sponsors:

[Deutsche Messe/CeBIT](#) for hosting the Seal Award Ceremony;

[Digital Tender](#) for facilitating the online application and winner designation process;

[The Bayard Partnership](#) for sponsoring the Seal trophies;

[Umbriasoft](#) for hosting the Seal reception at CeBIT;

[Viking River Cruises](#) for its support of the www.seal-of-excellence.org website.

For more information – please contact:

IDOIA BUSTINDUY

PR Coordinator

EMF

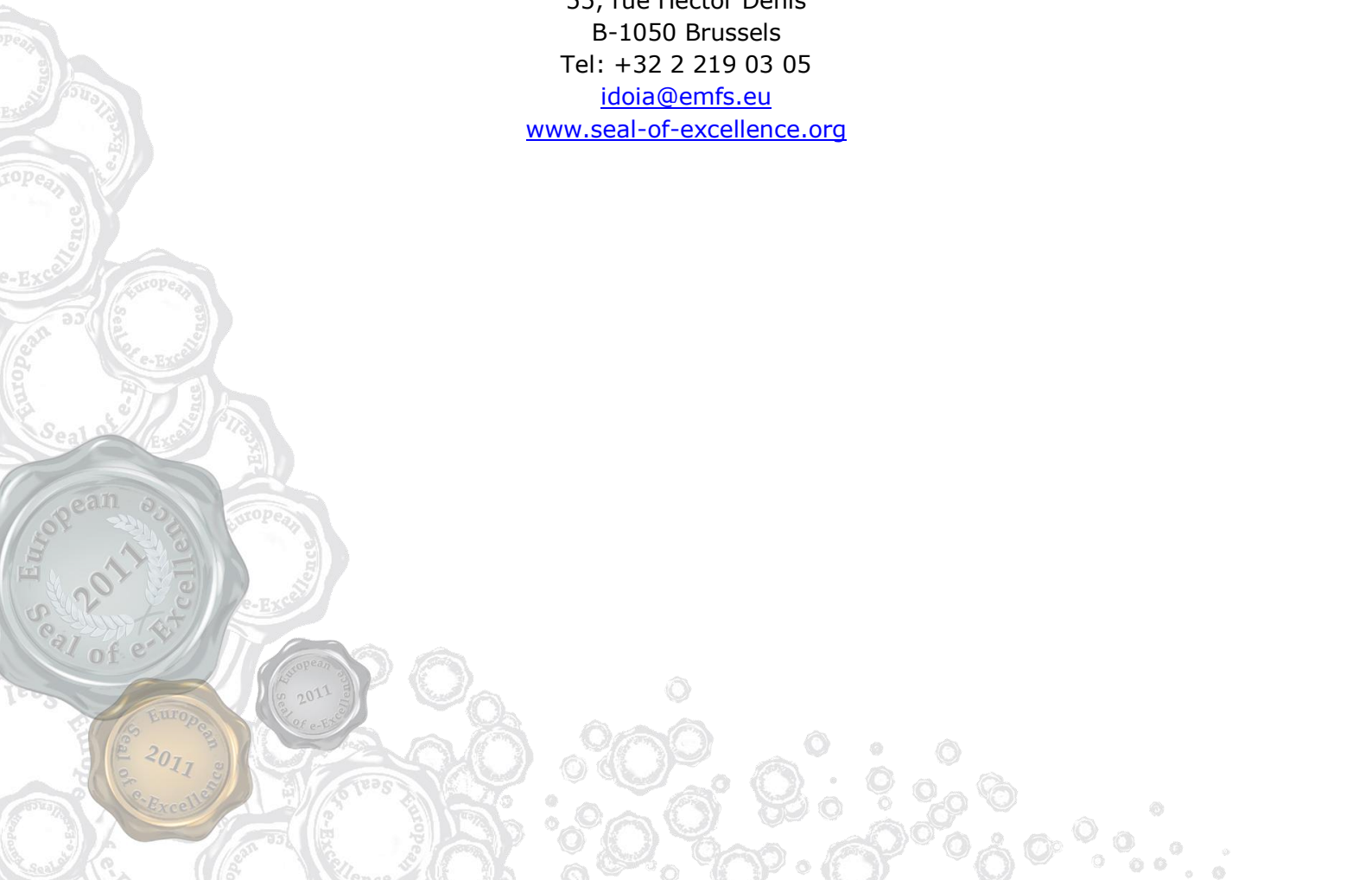
55, rue Hector Denis

B-1050 Brussels

Tel: +32 2 219 03 05

idoia@emfs.eu

www.seal-of-excellence.org





List of Winners

Platinum

Ameise Editora	Portugal
B.U.T	Belgium
Bitext Innovations	Spain
Cinetis	Switzerland
Egyszervolt.hu	Hungary
IMASTE	Spain
Neuromarketing	Mexico
VIDAVO	Greece

Gold

G&L Group	Argentina
RichCast	Belgium
InterConsultingBulgaria	Bulgaria
Adobe Scene7	Germany
digital publishing	Germany
Hedz Hungary	Hungary
Balazs-Diak	Hungary
Soft Economy	Italy
Wordbee	Luxembourg
TR Associates	Malta
Norse Solutions	Norway
eRevMax	United Kingdom
VASCO Data Security	Belgium

Silver

ACCURO	Belgium
Anboto Europe	Spain
apprupt	Germany
Clic and Cash	Switzerland
Hexacta	Argentina
LetterGen	Belgium
Lingosaur	Finland
Musala Soft	Bulgaria
Nemzeti Tankonyvkiado	Hungary
plista	Germany
Quicksite	Switzerland
QUISMA	Germany
SmartSoft	Costa Rica
Soluciones Tecnologicas	Mexico
TOPEX	Romania



QUOTATIONS

PLATINUM WINNERS

Dr. Jaime Romano Micha, CEO of Neuromarketing

"Neuromarketing SA de CV is very proud to receive the Platinum European Seal of e-Excellence 2011. We started out as a Neuroscience Research Laboratory with the intention of enhancing understanding of the underlying brain mechanisms related to learning and decision making. We evolved into a research lead consultancy company focusing on the application of Neurophysiological and cognitive sciences in order to improve the understanding of customers' decision making processes. The blend of Medicine, Psychology, Science and Quatitative mathematics is new to Marketing and is beginning to revolutionise the way marketers communicate and interact with their customers. Neuromarketing SA de CV is composed of a diverse group of very talented professionals from the fields of neurophysiology, psychology, marketing, consumer research, mathematics, communications, strategy, planning and organization consultants. Our goal is to become International leaders in the field of predictive consumer behaviour. Our clients are typically large multinational companies searching for something which gives them the competitive edge, companies which are used to being pioneers in their fields of expertise."

Ms. Ana Bela Nogueira, CEO of Ameise Editora

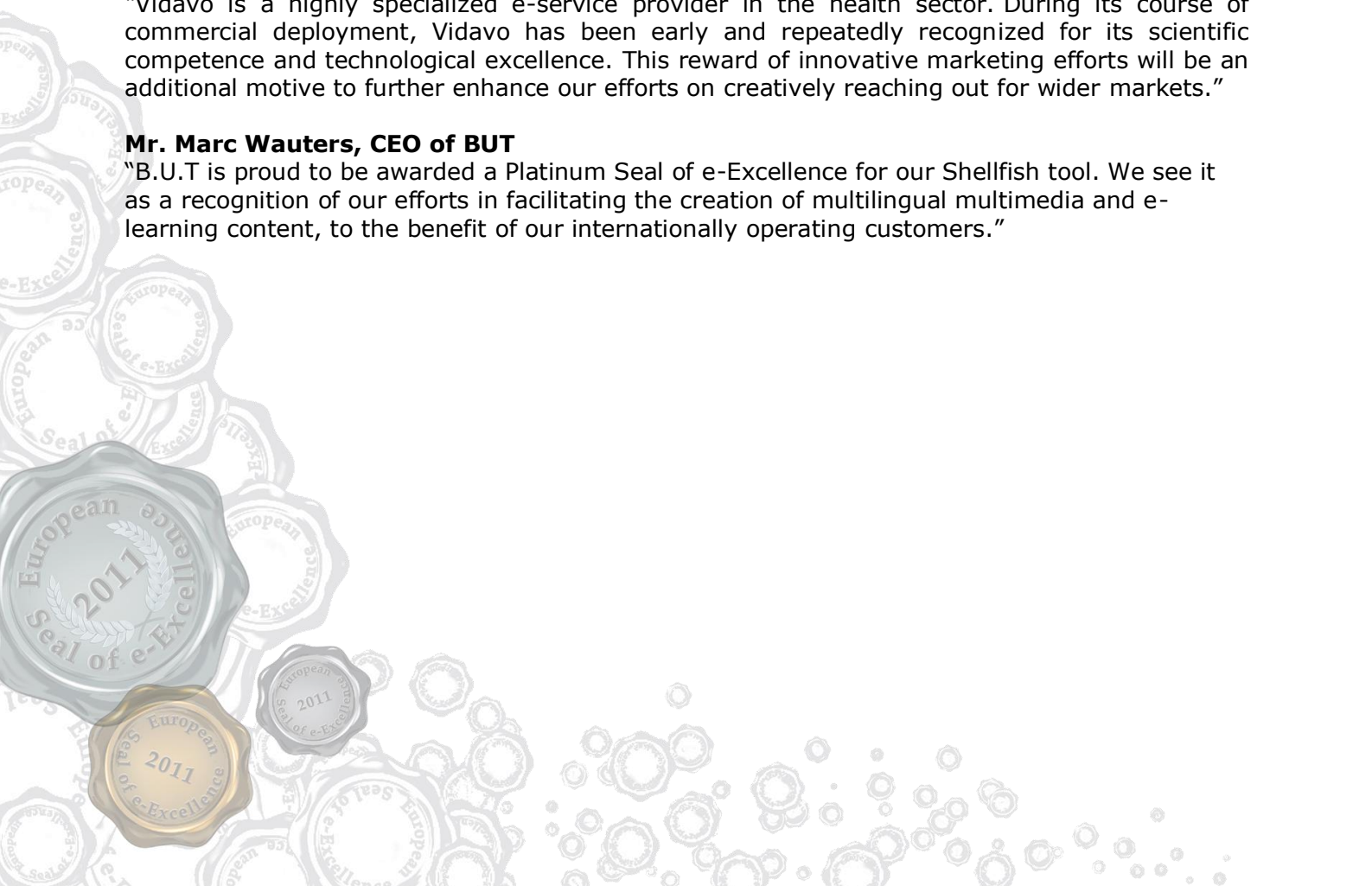
"We are very happy and really proud of winning the prestigious European Seal of e-Excellence Platinum Award. This is a very special occasion and it means a great deal for us. It is recognition and the result of years of hard work and believing in what we do. We are now even more encouraged, motivated and inspired to continue to do more and better."

Ms. Markela Psymarnou, Managing Director of Vidavo

"Vidavo is a highly specialized e-service provider in the health sector. During its course of commercial deployment, Vidavo has been early and repeatedly recognized for its scientific competence and technological excellence. This reward of innovative marketing efforts will be an additional motive to further enhance our efforts on creatively reaching out for wider markets."

Mr. Marc Wauters, CEO of BUT

"B.U.T is proud to be awarded a Platinum Seal of e-Excellence for our Shellfish tool. We see it as a recognition of our efforts in facilitating the creation of multilingual multimedia and e-learning content, to the benefit of our internationally operating customers."





European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



GOLD WINNERS

Dott.re Luciano Loschi, CEO of Soft Economy (UmbriaSoft)

"We are honored to have won the European Seal of e-Excellence, an ambitious and prestigious Award, which allows us to be Partner of the EMF (European Multimedia Forum). For my company, Soft Economy Scarl, is a significant achievement and a valuable recognition of our work in promoting the excellence of our Region: Umbria, "the Green Heart of Italy". Our philosophy is "Quality" achieved by Soft Economy through the combination and integration of local resources of excellence with innovative communications technology. We want to ensure an integrated and customized service to assist tourist companies in Umbria and create a quality tourist offer that allows to the tourists a direct contact with the excellence of the territory. Thanks to the European Seal of e-Excellence we will be able to promote with our portal www.umbriasoft.net a positive and quality image of our work at international level. This is a great motivation to improve and enhance our services by ensuring an excellent tourist offer that highlights the many beauties of Umbria and of Italy. We believe that a quality food product communicates taste, flavor, emotion, tradition, culture and creates value in a territory. Here lies the development opportunities generated by food and wine tourism pursued by Soft Economy Scarl in sustainable and responsible way."

Mr. János Balázs, Comany Owner of Balazs – Diak

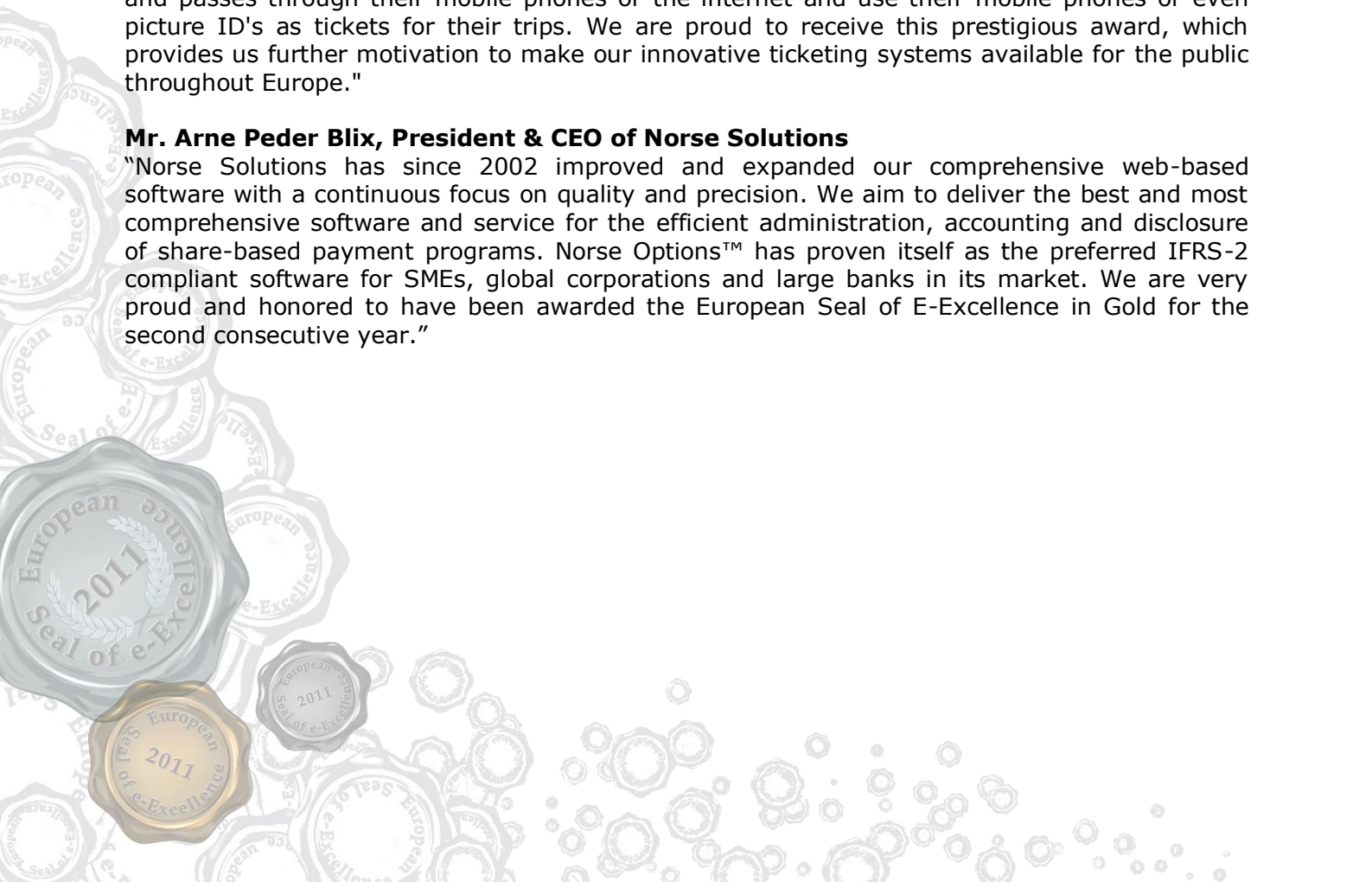
"We are very happy to win the Gold Seal in 2010. For us this means that all energy invested in marketing and promotion worth the effort and also that even a family based SME from Central Europe can achieve international recognition. We are very proud of our interactive educational software especially because this is not the first international award we have won recently."

Mr. Sándor Fejes, Ph.D., CEO of HEDZ Hungary

"Our next generation transport ticketing solution, iziSHOP eTicket introduces new horizons in public transport and a new kind of user experience that enables passengers to purchase tickets and passes through their mobile phones or the internet and use their mobile phones or even picture ID's as tickets for their trips. We are proud to receive this prestigious award, which provides us further motivation to make our innovative ticketing systems available for the public throughout Europe."

Mr. Arne Peder Blix, President & CEO of Norse Solutions

"Norse Solutions has since 2002 improved and expanded our comprehensive web-based software with a continuous focus on quality and precision. We aim to deliver the best and most comprehensive software and service for the efficient administration, accounting and disclosure of share-based payment programs. Norse Options™ has proven itself as the preferred IFRS-2 compliant software for SMEs, global corporations and large banks in its market. We are very proud and honored to have been awarded the European Seal of E-Excellence in Gold for the second consecutive year."





European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



SILVER WINNERS

Mr. Rolf Van Wanrooy, CEO of LetterGen

"The Seal of E-excellence award is an outstanding recognition for our constant drive to make innovative products. The LetterSigner, our award winning application, combines the ceremonial aspect of manual signing with the digital signature (incl. PKI) resulting in a unique combination of both worlds. "

Mr. Mikko Tihveräinen, CEO & Co-Founder of Contatum Lingosaur

"I would like to express our greatest gratitude for being rewarded with the Seal of European e-Excellence Award. Lingosaur Online Translation Agency represents the latest technological response to the elevated need for global communication in the field of human based language technologies. The Seal Award is an outstanding recognition of the success of our endeavour. The winning drives us to fulfill our responsibility in developing our services even further to meet the needs of our clients."





WINNERS PRESS CONTACTS

PLATINUM WINNERS

VIDAVO

Ms. Markela Psymarnou
Managing Director
Tel: +30 2311 999955
corporate@vidavo.gr

GOLD WINNERS

Balazs –Diak

Mr. Réka Bori
Tel: +36 20 3665657
idoctum@taneszkoz.hu
skype: idoctum

digital publishing

Ms. Tanja Heinlein
Public Relations
Tel: +49 89 74 74 82 46
t.heinlein@digitalpublishing.de

HEDZ Hungary

Ms. Emilia Orosz
Tel: +36 62 54 04 54
orosz@hedz.hu

INTERCONSULT Bulgaria Ltd.

Ms. Christiana Daneva
EU Projects and Marketing Expert
Tel: +359 2 812 92 33
christiana.daneva@icb.bg

Norse Solutions

Ms. Arne Peder Blix
President & CEO
apb@norse-solutions.com
Tel: +47 67 53 29 40

Soft Economy Scarl

Luciano Loschi
CEO
Mob: +39 3936622189
Tel: +39 0742 24461
info@umbriasoft.net



European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



SILVER WINNERS

Lingosaur (Contatum Ltd)

Mr. Mikko Tihveräinen

CEO

Tel: +358 3 410 26472

mikko@lingosaur.com

Musala Soft

Mr. Plamen Tsekov

VP Business Development.

Tel: +359 2 969 58 21

bizdev@musala.com

SmartSoft

Ms. Shantal Williams Barnett

Mercadeo y Relaciones Públicas

Tel: (506) 2255.4912 ext. 119

swilliamsb@smartsoftint.com

