

Hama selects Lixto Online Market Intelligence (OMI) to shape its product and market strategy

(London), 3 November 2009 - Lixto Software, the Web intelligence company, today announced that Hama (www.hama.com), a leading consumer electronics accessory company for photography, video, audio, computers and telecommunications has chosen the Lixto Online Market Intelligence (OMI) solution to help define and streamline its online product and market strategy and to strengthen the Hama brand.

The Lixto OMI solution helps sales, product management and marketing units to get a detailed overview of the market situation using real time data. Thanks to increased online market transparency, competitors' activities can be constantly monitored to deliver the most up to date information and give Hama a measurable competitive advantage through continuously optimising its own product portfolio and sales strategy.

"By working with Lixto we can track the market in relevant sectors more easily and effectively," says Anton Bühlmeier, Sales Manager and Director of eBusiness for Hama GmbH & Co KG. "Given the vast amount of accumulated data, we needed a system that was not only powerful, but that could deliver an overview and analysis of our market in a way that was easy to read and understand, as and when we needed it."

Hama is using Lixto as a SaaS-based solution that includes pre-configured dashboards and reports. The Lixto solution provides online market data by automatically extracting, collecting and aggregating data on such things as pricing, availability and special offers, from pre-defined web sources. This data is consolidated and visualized in an analytical application. The preconfigured dashboards and reports enable sales and marketing managers to rapidly identify important market events to turn information into action.

About Lixto Software

Lixto Software empowers better decisions by searching & aggregating information in real-time and delivering end-to-end connectivity solutions. The company's

solutions and services are used in metasearch, online market intelligence and web process integration, thus allowing companies and end users to achieve better and more structured results for their queries. Lixto also helps companies by automating their web-based business processes. Facts and figures about markets, suppliers, customers and competitors can be found more quickly, more accurately and are less expensive to access. Lixto's customers are international companies in the automotive, travel, e-commerce and IT industries such as ZF Friedrichshafen, Fujitsu Siemens, Voss Automotive, shopping.com, the Austrian National Tourist Office, hotel.de, energy provider Verbund and SAP. For further information please visit: www.lixt.com

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