

Press release

Goldmedia launches innovation management consultancy

- *Goldmedia Innovation GmbH, located in Dusseldorf, offers consulting services for innovation management and the development of new products and services*
- *The managing directors are the mobile communications and internet experts Dr. Klemens Gaida and Prof. Dr. Claus Sattler*

Berlin, Dusseldorf, January 12, 2011. The formation of Goldmedia Innovation GmbH on January 1, 2011 establishes a new branch for innovation management within the Goldmedia Group (<http://www.goldmedia.com>). The managing directors of the company and new Goldmedia Group partners are mobile communications and internet experts Prof. Dr. Claus Sattler and Dr. Klemens Gaida. The company is located in Dusseldorf.

New business models and products are a central challenge for all companies in the mobile media industry. Goldmedia Innovation GmbH develops competitive and profitable products and services in the converging areas of media and telecommunications. These consulting services are geared towards network operators, service providers, manufacturers, and media companies.

The new company adds consulting expertise in all questions related to innovation management and product development to the Goldmedia Group's portfolio. Both of Goldmedia Innovation's managing directors have well-grounded expertise with developing new applications, services, and strategies in telecommunications and media markets. Prof. Dr. Claus Sattler, an accredited computer network and telecommunications expert, is also director of the international industry association for mobile broadcast convergence, the bmcoforum. Dr. Klemens Gaida studied information technology and directed a department for worldwide innovation management and product development at the Vodafone Group for many years. He is also director of the Internet incubator 1stMOVER.

"Goldmedia Innovation broadens the spectrum of services that the Goldmedia Group offers its customers to innovation consulting as well as product and service development in the areas of telecommunications, entertainment, and media," says Klaus Goldhammer, Managing Director of the Goldmedia Group.

"Telecommunications and media are converging, not in the least thanks to the internet. The rate of development is accelerating, and simultaneously, the challenges are becoming more complex," says Claus Sattler, explaining the establishment of Goldmedia Innovation. "I've held Goldmedia's consulting and research expertise in high regard for many years, so I decided to make this promising partnership."

"The launch of Goldmedia Innovation GmbH is a point of convergence for my previous and current activities as a management consultant, corporate manager, and internet entrepreneur," explains Dr. Klemens Gaida. "The partnership with Goldmedia Group allows me to apply my broad expertise and experience to exciting consulting projects."

In addition to Goldmedia Innovation GmbH, the Goldmedia Group includes Goldmedia GmbH Strategy Consulting, Goldmedia Sales & Services GmbH, Goldmedia Custom Research GmbH, Goldmedia Political & Staff Advising GmbH, as well as blätterwald GmbH.

The Goldmedia companies advise national and international clients, primarily in the media, entertainment, and telecommunications industries. Goldmedia collaborates with international partners, including Screen Digest in Great Britain, and is a founding member of the European consulting network EMCA, the European Media Consulting Association.

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Further information and fotos can be downloaded here: www.Goldmedia.com

Goldmedia Innovation GmbH

Goldmedia Innovation GmbH is a member of the Goldmedia Group and was founded in January 2011. The company creates new business in the converging telecom & media sectors. Clients include network operators, service providers, suppliers, and media companies. Goldmedia Innovation offers unique entrepreneurial creativity & experience for the design of new business models & products, encompassing devices, services, and network platforms. The company provides services in corporate strategy, innovation management, business development and product development. The consulting services are the product of 20 years' experience in corporate consulting, product development, and start-up management for key industry players.
More information: <http://www.Goldmedia.com>

GOLDMEDIA Group: <http://www.goldmedia.com>

The companies of the Goldmedia Group provide national and international clients with high-quality consulting and research services in the fields of media, entertainment, and telecommunications. Goldmedia offers strategic and political consulting services, in-depth analyses of markets and competitors, the implementation of new business models, product strategy development, market and media research, and comprehensive marketing services. Goldmedia works closely with partners around the globe, including Screen Digest (GB). Goldmedia is a member of the European Media Consulting Association – EMCA.

Goldmedia Group: Goldmedia GmbH Strategy Consulting, Goldmedia Sales & Services GmbH, Goldmedia Custom Research GmbH, Goldmedia Political & Staff Advising GmbH and Goldmedia Innovation GmbH. The company's head office is in Berlin, Germany.
More information: <http://www.Goldmedia.com>

Prof. Dr. Claus Sattler



After completing his university studies in computer science, Prof. Dr. Claus Sattler was an employee and division manager at the Institut für Informatik und Rechentchnik in Berlin from 1973 to 1991, where he was awarded his doctorate and promoted to professor. In 1991, Claus Sattler transitioned to management consulting with Eutelis Consult for 12 years, where he led the department for telecommunications value-added services and subsequently became the managing director. Since 2003, he has led the project "bmco – Broadcast Mobile Convergence", which tested mobile television and interactive services in the DVB-H standard over a public broadcasting network for the first time. Claus Sattler has been the managing director of Broadcast Mobile Convergence Forum (bmcoforum e.V.) since 2005.

Dr. Klemens Gaida



Dr. Eng. Klemens Gaida studied electronic engineering from 1988 to 1993 in Duisburg and London with a focus on information technology and micro-electronics. From 1993 to 2001, he worked in management consulting at Eutelis Consult. Starting in 1998, he led the group "New Value-Added Services" at Eutelis and became a partner in 2000. From 1999 to 2001, Klemens Gaida also earned his doctorate in engineering in the field of mobile broadcast convergence at the Technische Universität Dresden. From 2001 to 2008, Klemens Gaida led a department for worldwide innovation management and product development at the Vodafone Group. Klemens Gaida founded the internet incubator 1stMOVER in 2009 and developed the start-ups LikeTV, pinbooks, and bookpecker. He has filed numerous patent applications for the invention of new product features and won the GSMA Innovation Award for the product "Vodafone MeinPC in 2007."