

Munich Re uses Picturepark®

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Short News Item: 320 Characters

The Munich Re Group manages their own licensed or license-free images for corporate wide use in presentations, online or for print publications of all kinds, with Picturepark. The media files are saved in the central media asset management system and can be retrieved decentralized by all authorized employees worldwide.

News: 735 Characters

Aarau – 06.08.09 (VIT) – Munich Re uses the Media Asset Management solution Picturepark for the structured administration and the rapid exchange of pictures and graphics.

„Picturepark is an important application for us for making our extensive collection of insurance specific photographic material, including license information, available to employees worldwide. These media assets that range from employee photos to topic specific damage photos, can be easily and centrally administered and maintained.“ Describes Dr. Leo Pfefferer, Head Print & Web Publishing of Munich Re, the advantages of the system.

Munich Re is another well-known customer of the Swiss solution provider VIT. This service is also used by De Beers, E.ON, Mepha or Sulzer amongst others.

About Munich Re: 1'232 Characters

The Munich Re Group operates worldwide turning risk into value. In the 2008 financial year it achieved a profit of €1.528m. Its premium income amounted to approximately €38bn. The Group operates in all lines of business with around 44,000 employees at over 50 locations on all continents and is characterized by particularly pronounced diversification, client focus and earnings stability. With premium income of around €22bn from only reinsurance it is one of the world's leading reinsurers. Its primary insurance operations are mainly concentrated in the ERGO Insurance Group. With premium income of almost €17bn ERGO is one of the largest insurance groups in Europe and Germany. ERGO is Europe's market leader in health and legal protection insurance and 40 million clients in over 30 countries place their trust in the services and security it provides. In the international healthcare business the Munich Re group bundles its services in first- and re-insurance as well as their associated services under the umbrella of the Munich Health Brand. The global investments of the Munich Re Group, in the amount of €175bn are managed by MEAG, who also offer their competency to private and institutional investors outside the group.

About VIT: 480 Characters

VIT – Vision Information Transaction AG in Aarau is the leading Swiss solution provider in the field of Media Asset Management. The company has long-standing experience in the fields of prepress, digital image editing, programming, standardization of media data and Application Service Providing (ASP). Amongst other solutions, VIT is the developer of the Media Asset Management solution Picturepark, the data transfer service Transfertool and the web-to-print solution Mediaflow.

Information: www.munichre.com (Munich Re Website)
www.picturepark.com (Picturepark Website)

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