

## Press Release

### Best of 2014 title for Goldschmidt Thermit Group and TheAppGuys

- = RAILSTRAIGHT App is one of the best submissions for IT innovation award
- = Goldschmidt Thermit Group and TheAppGuys prevail over approx. 5000 participants

Leipzig/Cologne, April 11, 2014: The mobile specialists at TheAppGuys were happy to receive an award with their first participation in "Innovationspreis-IT", a competition dedicated to innovative IT products. The "RAILSTRAIGHT App", developed by them for their customer Goldschmidt Thermit Group, received the title "BEST OF 2014". The organizer of the competition was "Initiative Mittelstand" which since 2004 has presented awards to excellent IT and communication solutions for German Mittelstand (medium-sized) companies. The "BEST OF" title places the app from TheAppGuys and Goldschmidt Thermit in the top group of more than 5000 applications.

An expert jury consisting of more than 100 academics, experts from the field and specialist journalists honored the RAILSTRAIGHT app in the category for apps due to the innovative strength of the IT solution and its high utility value for German Mittelstand companies. The app serves as a control unit for RAILSTRAIGHT precision measuring devices of the Goldschmidt Thermit Group which is an international market leader in the field of the repair and maintenance of railway systems. The app can be used on all android smartphones which enables cost-effective deployment on employee devices (bring your own device - BYOD).

"During the development of the RAILSTRAIGHT app TheAppGuys worked closely together with our experts and product users. This resulted in an implementation geared to use in the field, which offers us a considerable competitive advantage. We are very happy that our application successfully won the Innovationspreis-IT award", says Stefan Damm, Head of Special Projects at the Goldschmidt Thermit Group.

The app is used in connection with RAILSTRAIGHT precision measuring devices for the measurement of straightness and corrugation with rails and rail joints. It enables the determination of the rail temperature via an external measurement device which can be connected via Bluetooth. The measurement values are represented as an interactive graph, comprehensively evaluated and automatically exported as a PDF file.

"We are delighted that at our first attempt we have been awarded the BEST OF title. And naturally we are also very happy that our work convinced the jury. Together with our customers we are working to develop further prize-winning solutions which will set standards with regard to user-friendliness", explains Christoph Henkelmann, Managing Director of TheAppGuys.

### **About the Goldschmidt Thermit Group**

The Goldschmidt Thermit Group is a worldwide leader in the area of joint welding and the servicing and maintenance of rail systems. The roots of the company go back to the invention of the Thermit® process by Prof. Hans Goldschmidt at the end of the 19th century. Today the Goldschmidt Thermit Group consists of over 20 medium-sized individual companies which serve the international growth market for rail infrastructure. The company has approx. 1000 employees and maintains an international network of production and service locations. In 2013 the group achieved a consolidated turnover of more than 115 million euros.

### **About TheAppGuys:**

[TheAppGuys GmbH](#) is a specialist for mobile communication solutions. Under the management of Christoph Henkelmann and Marko Tomic the company from Cologne develops sophisticated complete solutions for all mobile platforms and end devices.

TheAppGuys serve customers inside and outside Germany in the fields of aviation, travel, technology, lifestyle and railway infrastructure such as the Goldschmidt Thermit Group, doo GmbH and Trendwerk77 GmbH. Furthermore, the company maintains an intensive creative cooperation with the design school 'ecosign/Akademie für Gestaltung' which is also based in Cologne.

Further information is available in the internet at [www.goldschmidt-thermit.com](http://www.goldschmidt-thermit.com)

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