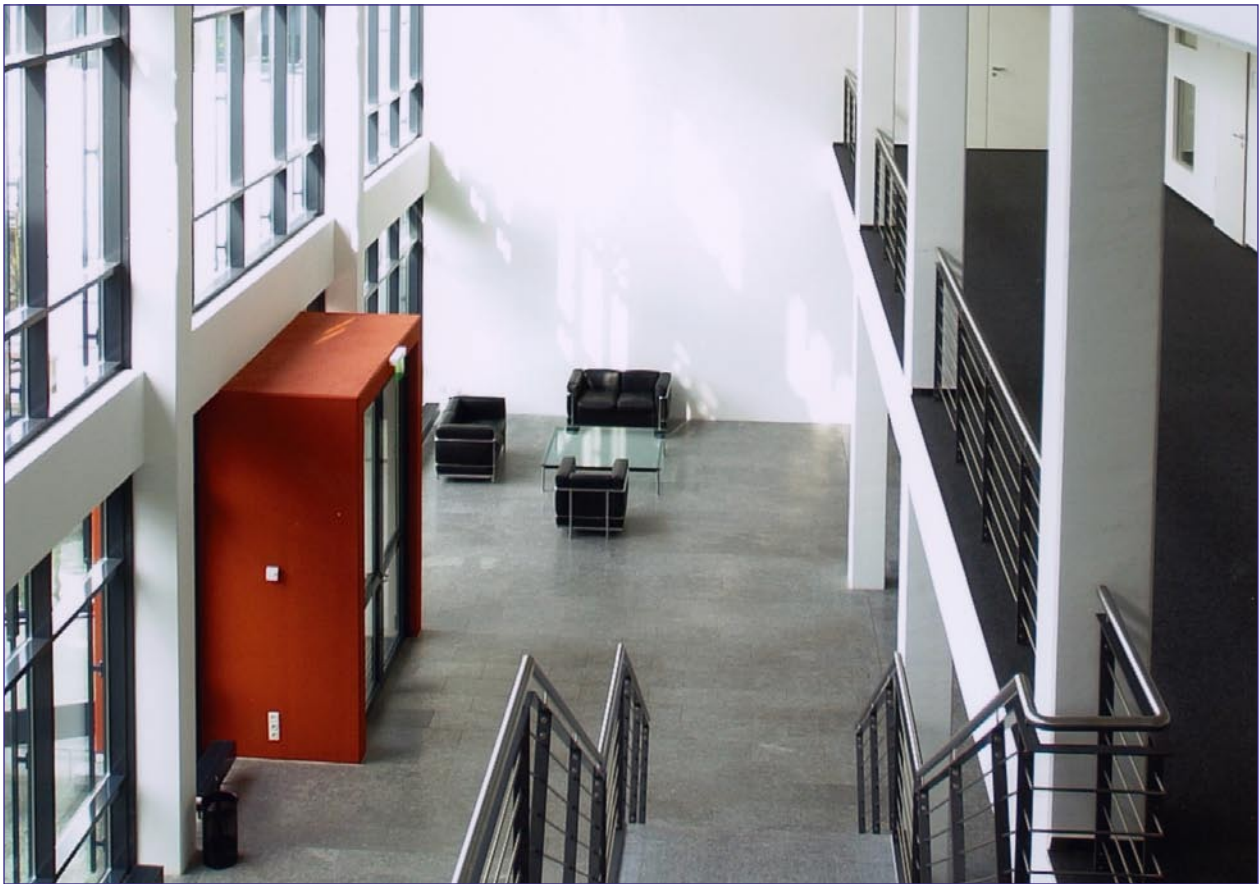




HÖFT & WESSEL

Company Portrait

Hoeft & Wessel looks back at more than 25 years of successful company history in IT.



Hoeft & Wessel develops, produces and distributes hard- and software. Closely cooperating with the customer the company develops turnkey solutions.

Hoeft & Wessel engages in three different market segments. With mobile data capture in the field of retail and logistics under the brand name Skeye, with innovative ticketing systems for transportation and public transport under the brand name Almex and with parking systems under the name of the English subsidiary, Metric.

Creative thinking

Ever since its founding by the two entrepreneurs Michael Hoeft and Rolf Wessel, the company is technology-driven. Creative thinking and the search for unusual solutions are business as usual. A third of the company's 500 employees are working in R&D. An average of 10 per cent of turnover is channeled annually into this sector. High quality products and the highest possible level of technical solutions for the customer set the standards for Hoeft & Wessel. However, the user need not bother with the complexity of the solution concealed behind the user-friendly application.

Customized solutions

Hoeft & Wessel are continuously looking for new applications and markets. Working together with value added resellers (VAR), successful product solutions are adapted to the needs of local customers.

Customers include ADAC, the German automotive club, Deutsche Bahn national railway, the food retailers Edeka, Metro and Rewe, as well as Lufthansa German airlines and tourism specialist TUI. International customers include Scotland's leading bus company, First Group, Switzerland's Swiss Mail and Paperless Cockpit in the USA.



skeye.



ALMEX



METRIC

Advantages due to modular construction

The modular construction as a basic concept for Höft & Wessel product development has caught on. It is particularly future-oriented, as products consistently built-up in a modular way, may be adapted to changing requirements without problems and offer advantages in the form of service- and maintenance-friendly products which pay off in cash. When developing products, Höft & Wessel can partly fall back on tried-and-tested products and thus react to new market requirements.

One example:

The check-in-terminal, which was developed in only a few months, offers completely new perspectives for the check-in process as well as possibilities for cost reductions.

New perspectives

The special combination of well-proven products, permanent company growth and expansive methods comes to a fruition. This is also confirmed by the positive development of Höft & Wessel: Distinctive sales increase and the establishment of new business sectors even on the international market.

Success spurs on

We aim to open up new markets and to develop complete product and service lines in the shortest possible time. We want to try out new avenues and shape the future actively with high-sophisticated technology.

References

Due to outstanding ideas as well as most durable, powerful devices Höft & Wessel can refer to well-known customers.

- ADAC
- Deutsche Bahn
- Edeka
- Eismann
- Globus
- Hamburger Hochbahn
- Karstadt
- Lufthansa
- Metro
- Mövenpick
- Rewe
- Tengelmann
- TUI

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