



ThyssenKrupp Elevator

Press release

October 21, 2015

## **ThyssenKrupp Elevator-promoted URBAN HUB digital magazine wins gold award 2016**

*At a time when the Internet and social media define global dialogues on a multitude of key issues, URBAN HUB is designed as an international, content-rich digital magazine that promotes interactive discussions about urbanization and what it means for all those involved in the shaping of our cities.*

URBAN HUB, the ThyssenKrupp Elevator-promoted digital magazine that drives discussions on urbanization, won a gold prize in the category of best Content Marketing/ Publishing at the Annual Multimedia Awards 2016 in Germany. The magazine is produced for ThyssenKrupp Elevator by the digital media agency Triplesense Reply, based in Frankfurt.

The top gold prize is only awarded to 28 “pioneering projects” of the 126 winning projects, and this year included other illustrious brands such as Audi (loved gmbh), Porsche (United Digital Group), and Deutsche Telekom (Telekom Design). Outstanding characteristics of the gold award winners were described by the jury as including “imaginative campaigns” as well as “technically innovative tools and terminals.”

Addressing topics such as smart cities and innovations in sustainable and efficient urban mobility, URBAN HUB features videos, photographs, illustrations, and well-researched third-party content in English, German, Spanish, French, and Portuguese. A translation in Mandarin is also in the works.

Explore and subscribe to the URBAN HUB at [www.urban-hub.com](http://www.urban-hub.com)

## ThyssenKrupp Elevator

### Press release

Page: 2  
Date: 21.10.2015

#### *About the Annual Multimedia Award*

The Annual Multimedia Award has been presented to the best projects in digital brand communication in Germany since 1996. It illustrates the digital advertising year, documents the state of the art projects, and highlights trends.

The complete list of winners can be found at: [http://www.annual-multimedia.de/gewinner\\_2016/](http://www.annual-multimedia.de/gewinner_2016/)

#### **ThyssenKrupp Elevator**

*ThyssenKrupp Elevator brings together the Group's global activities in passenger transportation systems. With sales of 6.4 billion euros in fiscal 2013/2014 and customers in 150 countries, ThyssenKrupp Elevator has applied the company's unique engineering capabilities to its technology and become one of the world's leading elevator companies in only 40 years. With more than 50,000 highly skilled employees, the company offers smart products and services designed to meet customers' individual requirements. Its innovative solutions aim to contribute to the development of smarter cities. The portfolio includes passenger and freight elevators, escalators and moving walks, passenger boarding bridges for airports, stair and platform lifts as well as tailored service solutions. Its 900 locations around the world provide an extensive sales and service network to guarantee closeness to customers.*

#### **ThyssenKrupp**

*ThyssenKrupp is a diversified industrial group with traditional strengths in materials and a growing share of capital goods and services businesses. Over 155,000 employees in nearly 80 countries work with passion and technological expertise to develop high-quality products and intelligent industrial processes and services for sustainable progress. Their skills and commitment are the basis of our success. In fiscal year 2013/2014 ThyssenKrupp generated sales of around €41 billion.*

*Together with our customers we develop competitive solutions for the challenges of the future in the areas Mechanical, Plant and Materials. With our engineering expertise we enable our customers to gain an edge in the global market and manufacture innovative products in a cost- and resource-friendly way. For us, technical progress and innovations, allied with the combined strength of the Group, are key factors enabling us to meet current and future customer and market requirements around the world, grow on the markets of the future, and generate strong and stable earnings, cash flows and value growth.*

## ThyssenKrupp Elevator

### Press release

Page: 3  
Date: 21.10.2015

### Contact

Michael Ridder  
Head of Media Relations  
ThyssenKrupp Elevator AG

Phone: +49 201 844-563054  
Mobile: +49 152 090 35 779  
E-mail: [michael.ridder@thyssenkrupp.com](mailto:michael.ridder@thyssenkrupp.com)  
Web: [www.thyssenkrupp-elevator.com](http://www.thyssenkrupp-elevator.com)  
[www.urban-hub.com](http://www.urban-hub.com)