



PHILM: SWISS INNOVATION COMES TO CANADA

By Bernhard Kümmerli, founder and CEO of Philm

As many readers will already know, the USB drive has been available as a passive storage device as long as the DVD and the CD-ROM. In fact, for years now, every computer manufactured has at least one USB port that facilitates the easy drag and drop of files onto the external physical form of the now ubiquitous USB stick. This is the opportunity for innovation that Philm founder and former Bain & Company partner Bernhard Kümmerli from Switzerland recognized while studying design at the California College of the Arts in San Francisco. Philm brings the USB to life with programs that reside on the stick and synchronize in a secure environment with servers when the sticks are plugged into a computer that is online.

Consider for a moment the vast amount of printed paper communications, particularly in a marketing and sales support function (brochures, price lists, presentations), that continue to be produced and become waste the minute information changes. Indeed, it would seem the timing for Philm could not be better as organizations look for alternative, greener solutions; the efficiency of Philm presents itself at the very first update when one realizes a trip to the print shop and a call to the courier is never needed



again. But it gets better. How exactly do you know if the printed materials are even read? With Philm you get the metrics of a website in a focused, corporately branded, physical environment that elevates your communications above the clamor of the Internet and the clutter of email. Philm is the bridge between Online and Offline; a tangible, digitally powered communications tool that puts your brand in the hands of customers, prospects and employees.

And with clients such as Bombardier, Petro Canada, Johnson & Johnson, Novartis,

Audi, Nestlé, Zurich, Cartier, UEFA, and the World Economic Forum organizations can be sure they are keeping good company.

"With a network of sales professionals growing throughout Europe and a track record of delivering tremendous value to our clients I am very excited to now bring Philm to the technologically forward-minded market of Canada" comments Kümmerli.

For more information or a product demonstration contact Christopher Geddes at the Canadian Philm office: 416.450.4648 or by email: chris@philm.com