

FOR IMMEDIATE RELEASE

Get More Brain unveils Book Streaming solution at Web Summit 2024

Lisbon, Portugal — November 11, 2024 – Get More Brain, a Swiss-based startup, is thrilled to unveil its *Streaming Books* solution at this year's Web Summit in Lisbon. Designed to meet the needs of modern, knowledge-driven workplaces, this platform aims to redefine how organizations access and integrate professional and technical literature in a fully digital format, removing reliance on traditional paper books and PDFs.

In a work environment increasingly shaped by remote and hybrid models, companies face critical challenges in managing internal and external knowledge resources. Billions of dollars are spent annually on professional and technical literature, yet much of this content remains locked in physical books or static PDFs, failing to align with the dynamic workflows and processes of today's businesses. Get More Brain solves this by providing instant, mobile-first access to crucial resources, allowing professionals to seamlessly integrate knowledge into their daily workflows.

"Our journey started over a year ago with a mission to reshape corporate knowledge architecture," said Thomas Gabathuler, founder of Get More Brain and streaming pioneer who previously launched Wilmaa, the world's first Web TV streaming service.. "The way we consume knowledge has not kept pace with digital transformation. Just as streaming has transformed music, TV, and gaming, we're here to revolutionize the publishing industry for professional literature, standards and norms."

Key Benefits:

- **Complete Digital Transition:** Unlike traditional platforms that simply replicate print formats, Streaming Books provides a fully digital experience that aligns with modern workflow needs.
- **Innovative revenue model:** Streaming Books enhances copyright protection and monetization for publishers while reducing costs for clients, creating a win-win solution for both parties.
- **Seamless Integration:** The platform integrates securely into existing corporate IT systems through Single Sign-On, providing seamless access to company and external knowledge in one safe place.

Get More Brain's launch at Web Summit is well timed as global industries increasingly prioritize digital transformation, presenting an unprecedented opportunity for publishers to offer content in a more dynamic, accessible and secure format. Streaming Books not only simplifies access for companies but also provides publishers with a scalable digital business model.

With live demonstrations and an interactive booth, attendees will have the chance to experience first-hand how Get More Brain can transform their organization's approach to corporate knowledge.

Join Us at Web Summit

Get More Brain invites attendees to visit our booth at Web Summit for a live demo and a chance to connect with our team to discuss their business needs. To book a demo or meeting, please contact: lorenzo.garofano@getmorebrain.com.

About Get More Brain:

Headquartered in Switzerland, Get More Brain is a tech startup committed to reimagining knowledge management for modern workplaces. Founded by Thomas Gabathuler, a global trailblazer in streaming technology, Get More Brain empowers companies to embrace a fully digital knowledge ecosystem

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