

World leader within imaging technology chooses Digizuite DAM

17.11.2021 09:54:17 CET | Digizuite A/S | Investor News

Today Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, has announced an agreement with Nikon Europe B.V., a world-leading provider of optics technology and imaging products and services.

Nikon's innovative products and solutions are based on advanced opto-electronics and precision technologies. Nikon will leverage Digizuite's [DAM software](#) to optimise its end-to-end digital content operations.

"Improving our content operations is part of our digital strategy. We're aiming to achieve a fully integrated and seamless experience for our customers across the Nikon channels. With Digizuite we're looking forward to developing, managing and distributing our content at scale via its DAM solution. This in turn will help us improve our content operations across the business, thereby delivering the best experiences to our customers." Comments Olga Kastelein, Manager Digital Marketing Nikon Europe.

"Digizuite is a trusted and well integrated partner in our digital ecosystem. We are looking forward to accelerating Nikon's efforts to create, deliver and optimize experiences across channels, using the full capabilities of the Optimizely Digital Experience Platform together with the Digizuite platform," said Hampus Persson, VP Sales, Optimizely.

"We are equally excited about this partnership, and are confident about what the platform will do for Nikon in achieving its digital transformation and efficiency goals." said Digizuite CEO Kim Wolters.

"We are honored to welcome a brand like Nikon with our mutual passion for imaging and visual experiences. We look forward to supporting Nikon on their digital journey. This project is a testament to our strategic relationship with Optimizely, which we are proud to be a part of," concludes Wolters.

About Nikon

Nikon is a world-leading provider of imaging products and services. Its innovative optics technology—from consumer to professional cameras, lenses, sports optics to system accessories—is powered by over 100 years of experience. The brand is globally recognised for setting new standards in design and performance, with Nikon's revolutionary Z series mirrorless cameras and NIKKOR Z lenses representing a new dimension of optical performance.

Nikon is committed to leading imaging culture and enables some of the world's best visual artists to reach their creative potential through visual storytelling. Nikon's award-winning equipment empowers photographers and videographers to realise their creative vision at the highest level.

As a trusted visionary partner, Nikon unites all levels of content creators through its engaged community, unrivalled technical expertise, and access to educational resources, via initiatives such as The Nikon School.

Disclosure regulation

This announcement is a translation of the original Danish version.

In case of discrepancies, the Danish version prevails.

Contacts

- John Norden, Certified Adviser, Norden CEF A/S, +45 20 72 02 00, jn@nordencef.dk
- Kim Wolters, CEO, +45 20 60 97 37, kw@digizuite.com
- Oliver Bottelet, CFO, +45 61 69 66 52, ob@digizuite.com
- Søren Skovbølling, Chairman of the Board, +45 25 31 07 20, ssk@digizuite.com

About Digizuite A/S

Digizuite is a SaaS company in [Digital Asset Management software \(DAM\)](#) that streamlines all digital content in one central platform. Through automated workflows and agile integrations, Digizuite removes manual workflows and streamlines the entire content value chain. Customers choose Digizuite to have control over who, where, and how corporate materials are used. It ensures fire control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global company that has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 70 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom, Belgium, and Ukraine.

Attachments

- [Download announcement as PDF.pdf](#)