[cid:A4BE27EC-A98F-4260-A898-6FA4583333D7](https://www.facebook.com/RiedelCommunicationsInternational) [cid:D319F855-7CAA-45CC-B286-0F33BD93480C](https://plus.google.com/+RiedelNet) [cid:21400107-5198-44A4-8380-39CFBA036299](https://twitter.com/RIEDELnet) [cid:BF9E6F54-AD0A-4522-8765-78FCF38E0C72](https://www.linkedin.com/company/549773) [cid:E61FE41F-A405-4275-AAF5-779DF0D632A3](https://www.youtube.com/c/RiedelNet) [cid:5E15EB87-5F8C-4126-83BA-3B6AE9A0931B](http://de.pinterest.com/RIEDELnet/) [cid:6E588F20-746B-480A-9E69-833ED9BE4334](http://instagram.com/riedelcommunications) [Icons web 25px9](http://de.slideshare.net/RIEDELCommunications)

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**Riedel Invests in simply-X and Cooperates to Offer Cashless Payment and Access Control**

**WUPPERTAL, Germany** — **Jan. 25, 2018** — Through this new partnership, Riedel is expanding its range of technical and logistical services in the event sector by adding solutions from simply-X, a German provider of access control systems, cash and contactless payment solutions, and fan engagement. The close cooperation allows simply-X to expand its presence in international markets.

simply-X products will be offered via Riedel’s rental organization, providing customers with numerous synergies in the technical, economic, and logistics areas. Through the cooperation, both companies will remain autonomous, continuing to offer their products independently of each other in the market.

"Whether it’s Wacken or the Berlin Olympic Stadium, one key to success in modern event production is the ability to align all processes and services comprehensively to provide guests with a seamless and pleasurable experience," said Thomas Riedel, founder and CEO of Riedel Communications. "In collaborating with simply-X, we gain a partner who is a champion of innovation with a high level of expertise in terms of security and digitization."

The collaboration provides customers with tremendous value, enabling seamless integration of cashless payment systems into events worldwide thanks to a unified infrastructure.

"I associate strength, vision, and growth with the Riedel brand. This partnership provides us with new impetus and optimal conditions for further growth by allowing us to offer innovative IT solutions to a broader, international customer base," said Matthias Bode, CEO of simply-X.

Numerous customers throughout Europe rely on the comprehensive services offered by simply-X, including the Copenhagen Royal Arena, the Wacken Open Air Festival, Bundesliga club Eintracht Frankfurt, and the Sachsenring.

Visit Riedel and simply-X at the SPOBIS, Jan. 30-31, in Düsseldorf.

Further information about Riedel and the company’s products is available at www.riedel.net.

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**About simply-X**

simply-X is a company with 20 years of experience in the event segment and offers its customers innovative system solutions. simply-X travels with the times of digitization and develops system solutions for events of all kinds. It pays attention to both comfort for the visitor and the organizer — with innovations that are simple. And despite this simplicity, quality and service always remain high. simply-X is characterized by its own software development, product development, and production and can therefore respond to the individual needs of its customers.

More information about simply-X and its products can be found at [www.simply-x.com](http://www.simply-x.com).

**About Riedel Communications**

Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. The company also provides rental services for radio and intercom systems, event IT solutions, fiber backbones, and wireless signal transmission systems that scale easily for events of any size, anywhere in the world. Riedel is headquartered in Wuppertal, Germany, and employs more than 450 people in 19 locations throughout Europe, Australia, Asia, and the Americas.

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**Link to Photos:**  [www.wallstcom.com/Riedel/Riedel-MatthiasBode\_ThomasRiedel.jpg](http://www.wallstcom.com/Riedel/Riedel-MatthiasBode_ThomasRiedel.jpg)

**Description of Photos:** Matthias Bode, CEO of simply-X, and Thomas Riedel, Founder and CEO of Riedel Communications