

LISA Deutschland Announces Rebranding to LISA Gigahub

LISA Deutschland GmbH - A LISA Group Company has announced a rebranding to showcase its product portfolio, Gigahub. Part of the rebranding strategy involves the company trading under the name Gigahub and potentially going forward publicly.



Hamburg, Aug 19, 2020 ([Issuewire.com](https://www.issuewire.com)) - Predictive Maintenance Company, LISA Group's german entity so-called LISA Deutschland announced a near future rebranding to LISA Gigahub, taking the name Giga and Hub. Giga is derived from the Greek word γίγας, meaning "giant", and a hub is the central part of a wheel that connects the axle to the wheel itself, as a symbol of hyper-connectivity and

integrity.

Ali Baghchehsara, Chief Executive Officer of the company in 2 years anniversary of the company said that "Gigahub is the symbol of intelligence in our hyper-connected world, integrating information in such a way that it can be easily and quickly consumed respecting privacy and legal compliances. With our new brand and its identity, we feel we have succeeded in creating the world's most unique platform to let the digits meet the information by the consumer. Our new identity reflects breaking complexity to a simple to use a hub, enabling our customers and partners to do what they love, not more!"

The company said, that the name change was also a response to the COVID-19 hitting the aviation and aerospace activities, he said "it was a great opportunity to transform and use the experiences we have made building highly accurate mobile and web-based applications in such a high-tech environment and bring them to further use for automotive, new aviation, medicine, and public sector. " This is also preparation for ongoing fundraising activities indicating a potential option to go public with the German entity in leadership.

In North America, LISA Group will remain focused on tech activities, systems of systems, and consulting services. The main part that will shift from LISA Deutschland away to LISA Group will be the number of small to medium-sized miscellaneous consulting projects.



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Source : LISA Deutschland GmbH

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