Press Release

# Koenig & Bauer’s Kyana Eco-System, World’s First Flagship Digital Platform, Is Launched in the North American Market

Groundbreaking new technology using AI (artificial intelligence) and seamless connectivity brings futuristic solutions for the printing and packaging industries

* Koenig & Bauer underscores its commitment to providing industry-leading customer support in the digital age to the North American market
* Optimizing customers’ production process and boosting operational efficiencies thus enabling users to fully realize the potential of automation
* Empowering customers to future-proof their business models in packaging, label, commercial, and corrugated printing

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Dallas, 21.07.2025
As the printing and packaging industry continues to evolve, Koenig & Bauer is leading the way forward to provide its customers with the world’s first exciting optimized digital production process that boosts operational efficiencies and provides profitable solutions. Kyana, its new flagship digital platform, is currently being unveiled here in North America by Koenig & Bauer Kyana, a subsidiary of Koenig & Bauer and Koenig & Bauer (US) after a successful beta site test at a large Koenig & Bauer (US) customer.

“We're excited to launch Kyana, a comprehensive suite of data and AI-based digital products, to our North American sheetfed customers,” says Michael Eichler, sales director service select at Koenig & Bauer (US). “Technological advancements are crucial to stay competitive. We strongly support our customers and make it possible for them to easily adopt the new technology. With myKyana as your user-friendly central access point, you'll have easy access to powerful insights. Our dedicated customer service specialists are here to assist our clients through the integration process.”

The Kyana digital product portfolio includes these following established solutions:

* **Kyana Connect:** The central portal for the digital product world in which powerful press machinery is combined with digital technologies. It provides users with direct access to Koenig & Bauer’s continuous growing suite of data and AI-based digital products and services. The portal allows users to learn, analyze, and optimize at a glance.
* **Kyana Cases:** A digital ticket system within the myKyana portal for effective creation and tracking of service and support requests. It allows users to seamlessly and easily communicate with the remote maintenance team and receive notifications on the progress of cases.
* **Kyana Assist:** The AI-powered chatbot expert provides fast assistance and problem solving through the innovative technology of Gemini, Google’s most powerful language model. Kyana Assist provides instant access to machine-specific knowledge, training, and troubleshooting tips directly from the myKyana portal.
* **Kyana Data:** This is the intelligent production data analysis tool for full data transparency in print and packaging production. With Kyana Data, users can easily create complex analyses and bring full transparency to their production processes. This enables them to achieve unimagined peak performance through well-founded, data-based decisions.
* **VisuEnergyX:** A cutting-edge energy management system that promotes a more climate-friendly printing and packaging industry. It will help users protect the environment and reduce their production costs with the ISO 50001-certified energy management system (EnMS) for energy efficient production.

“Our North American customers will quickly realize the power of Kyana and how it will show them possible technological advancements and how to maximize efficiency through well-founded, data-based decisions,” says Sandra Wagner, managing director of Koenig & Bauer Kyana. “It will set them apart in the market with the unique ability to connect all of their equipment with Kyana, revolutionize efficiency, and deliver unparalleled insight. Koenig & Bauer is at the forefront of digital transformation. The future of printing and packaging is smart, connected, and more engaging than ever.”

For more information, please visit [digitalisation.koenig-bauer.com/en/kyana/](http://digitalisation.koenig-bauer.com/en/kyana/)

#### Photo:

Kyana, Koenig & Bauer’s new flagship digital platform, is currently being unveiled here in North America by Koenig & Bauer Kyana, a subsidiary of Koenig & Bauer and Koenig & Bauer (US)
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#### About Koenig & Bauer

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 207 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “we’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)