

## WHAT'S THE STORY BEHIND THE NAME MIKKA?

### A CONVERSATION ABOUT IDENTITY, VALUES & IMPACT WITH FOUNDER AND CEO MICHAEL P. MATZNER



As part of our brand story series, the MIKKA marketing team wanted to address a question we are frequently asked: What's the story behind the name MIKKA?

**Question:** Michael, today MIKKA stands for customised monitor solutions from Austria. But many people still wonder: Why "MIKKA"? Where does the name come from?

**Michael:** Many people want to know this, and I'm happy to tell the story. I wanted a name that didn't sound like technology, not something like "Tech Solutions Austria", but a name that sounds good and feels right.

**Question:** And what does the name mean to you personally?

**Michael:** For me, MIKKA is like a small monolith made of five letters: stable, clear, no frills. At the same time, it should feel warm, almost human. Like a colleague sitting at the table – someone you can rely on. That reflects our approach quite well.

**Question:** Which values are behind that?

**Michael:** Creativity, reliability, expertise, and an awareness of sustainability. We develop monitors that truly fit. MIKKA stands for that "fits perfectly" feeling. No half-solutions, no trial and error. Just results that work – technically, functionally, and visually.

**Question:** Does the name also have a personal component?

**Michael:** Yes – the "Mi" actually stands for Michael. And "kka" has a sound that feels calm and precise to me, almost like a rhythm. But more important was this: the name shouldn't need a big explanation. It should simply stand – just like our products.

**Question:** Were there other name candidates?

**Michael:** Oh yes, plenty. TechnoLogics, ScreenFit, and many others, but everything was too long, too complicated, too interchangeable. MIKKA worked immediately: short, independent, memorable. It felt grounded and honest. And that's exactly what I wanted.

We design products for industrial environments, often for highly specific applications. That requires precision and reliability. We believe in real hands-on commitment, meaning we keep our word, we stand by what we promise, and we take responsibility. For me, MIKKA expresses exactly that: technically sound, but always with a personal touch.

**Question:** Looking back today – was MIKKA the right choice?

**Michael:** Absolutely. A good name carries you through the years. And MIKKA does exactly that – quietly, reliably, steadily. Just the way we work.

Thank you for taking the time. It was great to get a look behind the story of the MIKKA name!