

Press Release

Viscom website relaunch – user-friendly and easy to navigate with a fresh design

Hanover, March 2014 – Viscom has completely redesigned its website. The fresh layout offers intuitive navigation with a high degree of user-friendliness. Added to this is a clearly arranged product finder, oriented on the demands of customers, as well as a comprehensive customer support area.

Through flexible sliders and teasers, Viscom systematically directs visitors to important information, new products or special offers. The product pages offer, at a glance, a detailed introduction to the respective inspection solution. Moreover, the pages are optimized for all common terminals. Regardless of whether the user calls up the pages by PC, smartphone or tablet, the website always appears in the optimal format.

“Conceptualizing the pages with the customer in mind and offering a fresh, appealing design were decisive goals of the relaunch,” says Martina Engelhardt, marketing director at Viscom. “The customer receives all information quickly, selectively and clearly with as few clicks as possible. Using the website should be fun.”

Caption: The new Viscom website: important information quickly and clearly in a fresh design.

Viscom AG

Viscom AG develops, manufactures and sells high-quality inspection systems. The portfolio encompasses the complete bandwidth of optical and X-ray inspections. In the area of assembly inspection for electronics manufacturing, the company is among the leading suppliers worldwide. Viscom systems can be configured specific to the customer and can be interlinked. The company headquarters and manufacturing location is in Hanover, Germany. With a wide network of branches, applications centers, service support points and representatives, Viscom is represented internationally. Founded in 1984, Viscom has been listed on the Frankfurt Stock Exchange (ISIN: DE0007846867) since 2006. For additional information, visit www.viscom.com.