

Kontron: New website online

Latest web-development technology significantly reduces search and load times

Eching, Germany, May 21, 2008 – Kontron has launched its new global website at www.kontron.com. The redesigned site, which utilizes the latest in web-development technology, offers a clear overview of the different ways to easily navigate to the desired information. Simple to use product selection and new comparison functions make it easy to find the right solution in a minimum amount of time.

Through intense research, Kontron found that it is not the number of clicks that slow visitors down, but rather page loading time and the time it takes to become familiar with the different layouts of subsequent pages. As a result, new to the embedded industry is the “product quickfind” navigation, which provides a rapid selection of the different product categories and guides visitors to a single product without having to leave the home page. The quickfind navigation eliminates repeated page loading, enabling visitors to access product pages faster than ever. And for faster contact information, for any product or product family the visitor selects, the website identifies the correct sales and support contact, saving considerable time for the user. These combined features eliminate wasted search time and offer an enhanced and highly individualized experience for users.

Visitors can now also create their own product “Info Request” list in real time. As customers navigate through the site and identify products of interest, they can add them to their Info Request list that is visible throughout their web experience. Once complete, they can either submit their requested information directly through the site or e-mail their list to themselves or a colleague. Visitors can thereby share their findings with their team, add to the list at a later time or save their list for their next visit.

Another new feature is the product comparison list that enables visitors to easily compare product features, even across different product families, and quickly identify the best solution. The information is also retained for easy reference. Visitors can then issue an Info Request to obtain more information on their desired products.

“Our new website is 100 percent tailored towards visitors’ individual needs, explains Norbert Hauser, Vice President Marketing at Kontron. “The carefully designed search options enable visitors to find exactly what they are looking for as easily and quickly as possible, and the new comparison and request features ensure a highly personalized web experience.”

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The even more comprehensive Applications section now offers more detailed information on related products along with application stories that describe market specific solutions for the communication, energy, defense and aerospace, industrial automation, medical, transportation and infotainment vertical markets.

The online support section has been significantly extended. Visitors can easily isolate every searched document and driver by means of a list box. If the desired files are not available online, visitors can directly contact Kontron support staff. With templates that automatically generate the right header, users no longer need to write extensive messages. This reduces the number of call backs from support staff and speeds up ticket processing, leading to improved customer satisfaction.

For those thinking of joining Kontron, the revamped Human Resources/Careers section now has a global base that displays job openings for different regions, job functions, departments and facilities, and guides visitors to the right human resources contact person.

Options for changing location according to region or country round off the list of personalized and easy-to-use features of the new Kontron website. Visit www.kontron.com and experience it for yourself.

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About Kontron

Kontron designs and manufactures standard-based and custom embedded and communications solutions for OEMs, systems integrators, and application providers in a variety of markets. Kontron engineering and manufacturing facilities, located throughout Europe, North America, and Asia-Pacific, work together with streamlined global sales and support services to help customers reduce their time-to-market and gain a competitive advantage. Kontron's diverse product portfolio includes: boards and mezzanines, Computer-on-Modules, HMIs and displays, systems, and custom capabilities. Kontron is a Premier member of the Intel® Embedded and Communications Alliance. The company is a recent three-time VDC Platinum vendor for Embedded Computer Boards. Kontron is listed on the German TecDAX stock exchange under the symbol "KBC". For more information, please visit: www.kontron.com.

Digital image and PDF: <http://emea.kontron.com/about-kontron/news-events/kontron+new+website+online.html>

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