

WITec refreshes its website www.witec.de

WITec, German specialist for Raman and scanning probe microscopy, has launched its new company website. The new design has been thoroughly renovated and optimized for touchscreens and mobile devices. The clear layout allows quick and convenient access to all page content. “The website's layout has been simplified for greater clarity in the overview of our product range and for a more immediate expression of our company's capabilities.” explains Harald Fischer, Marketing Director at WITec.

In addition to information regarding the product line, company news and events, the webpage includes new features to broaden the spectrum of the website: “We want to provide our customers with supplementary information about microscopy techniques, fields of application and advanced training opportunities.” adds Fischer.

WITec has high expectations in its new online presence. “The majority of the initial contacts with customers proceed via our website. A state-of-the-art webpage with an elegant layout and sharp look is therefore of enormous importance for us.” continues Fischer “The new webpage allows us to present ourselves as the innovative company that we are.”

In honor of the launch WITec will be awarding prizes in the Raman Image Search Drawing. All customers and interested persons are invited to participate. Prizes include a GoPro camera and a quadrocopter. Information about how to participate can be found here:

<http://www.witec.de/resources-and-education/raman-image-search-contest/>

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www.witec.de/assets/Press/WITec-Website-Launch-Dec2014.JPG

December 05, 2014



About WITec:

WITec is a leading German manufacturer of confocal and scanning-probe microscopes for state-of-the-art Raman, Atomic Force (AFM), and Scanning Near-Field Optical Microscopy (SNOM). WITec's headquarters is located in Ulm, Germany, where all WITec products are developed and produced. Branch offices in USA, Japan, Singapore, and Spain ensure a worldwide sales and support network. From the company's founding in 1997, WITec has been distinguished by its innovative product portfolio and a microscope design that enables combinations of the various imaging techniques within one system. An exemplar of the company's breakthrough development is the world's first integrated Raman-AFM microscope. To this day, WITec's confocal microscopes are unrivaled in sensitivity, resolution and imaging capabilities. Significant innovation awards document WITec's enduring success and innovative strength.

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