

# AAI Unveils a New Website for a New Decade in Process Control

CONCORD, Mass., Oct. 5 (SEND2PRESS NEWSWIRE) – Applied Analytics, Inc. (AAI), a vanguard manufacturer of industrial process analyzers, today announces the launch of their freshly redesigned website at [www.a-a-inc.com](http://www.a-a-inc.com). This total reboot aims at streamlining the customer experience, placing most of the site navigation within the dropdown menu at the top of the screen.

Users can now select a specific analytical solution by their parameter of choice: by industry, by compounds to be monitored, by known applications, or by model number.

“The new site conveys more exactly the full scope of what we do, from solid state analyzers to highly specialized sampling systems,” says Dr. Yoav Barshad, President of AAI. The redesign introduces technical flash animations and video demonstrations, balancing a clean aesthetic with massively expanded content.

“We’re announcing the launch today, but good websites are never truly finished; our global customers can expect constant improvements like added language support, live web seminars, and new media.”

The website will also be an indispensable platform in AAI’s approach to customer service. “It’s important to stress that the new site isn’t only about establishing relationships with new customers,” says Dan Murphy, senior mechanical engineer, AAI. “We’re developing a robust support database with login access to customer-specific video tutorials and downloads. This interface will complement our service department by providing rapid support and product education to customers large and small.”

Users might also be interested in browsing the “concepts” section, where AAI elucidates the key principles of their technology: UV absorbance, integrated systems, VCSEL laser spectroscopy, and more. Check in with AAI at [www.a-a-inc.com](http://www.a-a-inc.com).

## Questions or Comments?

Please contact Amy Barnett with inquiries or Liyu Cao (webmaster) for any site-related issues.

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