

*For Immediate Release*

## Edmund Optics® Launches New Feature-Packed Website & Discussion Forum with New Tools & Better Navigation

**January 2007 (Barrington, N.J.)** – Edmund Optics®, leading supplier of industrial optics and optical components, has launched its newly re-designed website for use by optical researchers, designers and OEM users. The new site, which offers exclusive access to EO's more than 15,000 optical products, components and instruments, is considerably more user/researcher friendly and features dramatically improved navigation as well as new product selection and application tools.

Additionally, the major feature of the re-designed site is the totally new online discussion forum, which complements and augments Edmund Optics® industry leading technical support. Available at <http://forum.edmundoptics.com>, the site's forum is designed to serve as a leading technical resource that allows users to connect with each other globally, as well as with EO professionals and engineering staff throughout the world. EO expects the new online forum to emerge as a leading industry professional hub for engineers to discuss the broadest array of industry and technical problems and solutions.

Among important new tools added to the newly re-designed site is a valuable lens and camera selection tool as well as a laser spot size calculator. These can be used hand-in-hand with the wide selection of application guides, tutorials, technical articles and other optical design aids available through the corporation's online and printed catalog and Master Source Book resources.

To simplify ordering any of the more than 15,000 optical products, components or instruments from the new Edmund Optics® website, designers have improved the shopping cart and checkout procedures. Throughout the site, users are able to visually check in-stock status of all of EO's online products.

For additional information about Edmund Optics® and its products and services, or more details about the site or the company's professional staff and global network of offices and partners, visit [www.edmundoptics.com](http://www.edmundoptics.com) or email: [sales@edmundoptics.com](mailto:sales@edmundoptics.com)

### About Edmund Optics, Inc.

Edmund Optics® (EO) is a leading producer of optics, imaging, and photonics technology. Supporting the R&D, electronics, semiconductor, pharmaceutical, biomedical, and military markets around the globe; EO products are used in a variety of applications ranging from DNA sequencing to retinal eye scanning to high-speed factory automation. EO's state of the art manufacturing capabilities combined with its global distribution network has earned it the position of the world's largest supplier of off-the-shelf optical components. Customers can purchase items by contacting EO at 1-800-363-1992, via the catalog, or via the website at [www.edmundoptics.com](http://www.edmundoptics.com).

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