

Launches Chinese Website to Support this Strategic Market

Aegis has launched a new Chinese-language website as the latest move in its strategic commitment to the region and to meeting its increasing demand for Aegis Manufacturing Operations Software (MOS) products. The strategy also includes Aegis' expansion of its local staffing levels in both its sales and engineering departments.

The new website has already proven to be a valuable resource for the market by supporting both existing and potential customers in their own language. It gives them access to the data essential to making informed decisions when purchasing software for their business needs.

As investment continues to flow into China's electronics and IT sector, Aegis MOS can make a critical contribution to containing rising manufacturing costs. With MOS, electronics manufacturers of any size can cost-effectively enjoy the benefits of factory-wide monitoring, traceability, reporting, quality management and materials control. MOS delivers world-class visibility and control, without expensive and time consuming software customization and report development.

"China is a key market for Aegis Asia's expansion and we continue to see a very strong interest from potential customers in our products." commented Paul Price, Director of Aegis Asia. "We have bolstered our commitment to the market in Asia with the launch of this completely new local-language website, as well as through the expansion of our local sales and technical support teams."

For more information about Aegis, please visit www.aiscorp.com [1].

Posted by Janine E. Mooney, Editor

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