#### **Press release**

Obersulm, 05/23/2013

The fast new way to search for, inquire about and place orders for industrial cameras!

**New IDS website with integrated B2B Web Store**

IDS Imaging Development Systems, the industrial camera manufacturer, has launched a new website, including a B2B Web Store! The company now presents its extensive product range on a site that features a brand-new design and is available in five languages – German English, French, Spanish and Japanese.

The priority in designing the new website was to make navigation as intuitive as possible for users, so as to make it easier to choose the right camera model from the company's now very extensive range.

Whether you're looking for an industrial camera with a USB 2.0, USB 3.0 or GigE interface; a PCI or PCI Express frame grabber, accessories (e.g. hubs, cables, lenses) or software solutions, it's now much easier to find any IDS product on the new website. In addition, a central "camera finder" function filters out individual models based on various features you can select. The option of creating a list of several camera variants and quickly comparing each of these helps visitors to the site to easily locate the product that best meets their needs.

Following successful registration and activation of a user account, users can access the integrated B2B Web Store to request quotes for individual camera models and order these online. In the site's "Technology" section, they can also download the current drivers, as well as manuals, case studies and lots of other useful information.

"The new website and B2B Web Store are further key elements of our growth strategy. They are opening up new sales channels, markets and countries to us. The store also represents a future-oriented extension of our conventional sales channels", explains Jürgen Hartmann, Founder and Managing Director of IDS.

Image:

IDS website with B2B Web Store

**www.ids-imaging.com**

Press contact:

IDS Imaging Development Systems GmbH

Bettina Ronit Hörmann

Media Communications Manager

Dimbacher Str. 6-8

74182 Obersulm

Tel: 07134 / 961 96 - 154

Fax: 07134 / 961 96 - 99

E-mail: b.hoermann@ids-imaging.de

Web: [www.ids-imaging.com](http://www.ids-imaging.de/)