

## **New Look, New Features, Same Great Sound... The new Website is online!**

"In keeping with Faital's commitment to continuous innovation and new technologies, our primary goal was to allow our website visitors to find and reach what they are looking for quickly and easily. Everything had to be only a few clicks away from the starting point, "The new FaitalPRO Home Page".

At the core of the new website concept are the entirely redesigned Home Page, recalling the vast majority of the website content, the completely redeveloped Product Directory and a brand new quotation request section, making the surfing experience ever more intuitive. This way, Flavio Naggi Faital's Pro-Audio Division Manager, comments the latest preparations that brought to the launch of the official new FaitalPRO site.

A refreshed style and image was also a key factor in the development of the new FaitalPRO web space, where the continuous and strong progress by Faital's Pro-Audio Division in the world markets is made evident.

The front-end of the home page opens with a high impact slide show that immediately presents all the new FaitalPRO developments and current events, right below we find the news headlines, a rapid access section to all FaitalPRO products and a series of quick link buttons to all the website's content areas.

Moving on to the product section, we find that all products are easily accessible through a quick reference product guide, which allows the user to rapidly compare and search through the basic features of the products offered.

Just one more click and you have access to the complete product data sheets for each individual loudspeaker, with mechanical specifications, acoustic parameters, technical drawings, request for a quotation for that specific product... and a great quantity of materials to download. In conclusion, the website is also fully integrated with all the most popular Social Networks and built to be more "discoverable" by all the major search engines.

Enjoy the new Website!