



Hypertronics Corporation

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News Release

Hypertronics Launches New Website

“Newly Designed Interactive Website Features Enhanced Navigation and Usability”

Hudson, MA (September 8, 2009) Hypertronics Corporation, a Smiths Interconnect business and world-leading provider of high performance interconnect solutions for the most demanding applications, announced today the launch of its newly redesigned website, www.hypertronics.com. The new global website is interactive, multi-lingual, and provides an easily accessible and visually attractive approach to viewing its interconnect solutions for critical medical, military/aerospace and industrial applications.

The website includes a number of innovative features and time-saving resources. Specifically, these resources include a 3-D connector configuration tool, StockCheck for available inventory and turn around time, a highly developed customer feedback form, an internal/external search tool, and the ability to reach international markets with the site available in Chinese, German, Russian, Portuguese and Spanish.

Hypertronics is a global organization that has sales and distribution offices in the United States, China, Russia, Germany, Israel and South America. The new website has been designed to accommodate geographical locations by offering the site in the native language for these areas. Direct links to sales contacts can be located by clicking on the [Hypertronics World-Wide Map](#). With the close connections and interactions that are made between Hypertronics and these countries, a stable and translatable communication network is crucial.

The Hypertronics website provides customers with [3D Config](#), a program that enables designers to view, configure and download parts in 3D to help create their own connectors. This software utilizes many of the industry-standard mechanical CAD programs. 3D Config also speeds and enhances these designs, therefore eliminating costly data manipulation and delays.

StockCheck provides a detailed search engine that allows the viewer to locate any product and find the availability within Hypertronics distributors' inventory.

While attention-grabbing news updates are displayed on the homepage, a specially designed internal/external tool also allows the customer to access further information on the site. This information includes but is not limited to new product launches, company news, industry articles, white papers, customer support, technical information and anytime surveys for customers.

Another exciting feature to Hypertronics' new website is the effortless customer feedback form. This tool allows customers to electronically contact the company with any feedback, concerns, issues, praise or questions they have and want to express. This forum is organized as a complete online dialogue so the customer can quickly respond without phone calls or other distracters. The feedback form is not only useful for the customers, but the information from the online feedback system helps Hypertronics in its mission to have a customer centric facility. The information rapidly alerts Hypertronics when problems occur to allow for immediate correction, and the information is gathered to help continually improve processes.

An easily navigated product search is also offered along with an onsite as well as downloadable PDF information catalog pages and data sheets. These PDF downloads contain the latest information for each series.

About Hypertronics Corporation

Hypertronics, based in Hudson, Massachusetts, has been a leader in the design, manufacturing and distribution of specialty connectors for the electronics industry since 1970. Its Hypertac[®] technology is renowned for delivering unfailing performance in high-reliability applications in the medical, military/aerospace, test and measurement and industrial market segments. The company offers a wide range of standard catalog products as well as custom-designed connectors for more specific application needs and performance requirements. Hypertronics is a wholly owned subsidiary of Smiths Interconnect. More information about Hypertronics products and solution offerings can be found at www.hypertronics.com.

About Smiths Interconnect

Smiths Interconnect www.smithsinterconnect.com is a leading provider of specialized electronic and radio frequency products for the wireless telecommunications, aerospace, defense, and medical markets. It is part of Smiths Group www.smiths.com, a global leader in applying advanced technologies for markets in threat and contraband detection, energy, medical devices, communications and engineered components. Smiths Group employs around 22,000 people in more than 50 countries.

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