



Fine Engineering Services

# Newsletter

## ART OF TECHNOLOGY LAUNCHES NEW WEBSITE

Dear Ladies and Gentlemen

Towards the end of 2009, we decided to re-vitalise our website. We never realised how big a project this actually was and that it would consume more time and resources than we had ever imagined. Now six months later, under careful guidance of Roland Koepfel from [netz.werk](http://netz.werk), we are pleased to present our new website.

Our design guidelines required the website to be easy to read, intuitive to use and easy to find whatever it is you're looking for. Our new home page - [www.aotag.ch](http://www.aotag.ch) - is divided into 3 main sections:

### 1. Our Products

#### Full Custom Development

When resources are scarce or otherwise committed. We can provide you with a turnkey, one-stop-shopping service. After finalising the idea or concept with you, we assume responsibility for the complete design and development process from idea and concept definition to industrialisation, including provision of fully qualified working prototypes. With our partners we can also assist with, or provide volume production quantities.

#### Individual Development Services

In the absence of a particular resource or simply a lack of manpower, we can provide you with exactly the support required. Each and every stage of the design and development process is available individually. In the absence of a particular resource or simply a lack of manpower, we can provide you with exactly the support required. Each and every stage of the design and development process is available individually.

#### Semi-Custom Devices

Why pay the full price for a product (or design) that is very similar to something that already exists, especially when we can quickly modify our standard building blocks, which already include basic functions, adding the specific functionality you want...at a mere fraction of the "normal" price. We currently have GPS building blocks which can be used as the basis of your GPS semi-custom product, with more building blocks to be introduced on an ongoing basis.

#### Consulting Services

Ideal solution if you want to do something yourself, utilising your own resources, but are not sure how to start or proceed, and need some help, or if you simply want a second opinion.



## 2. Skills and Experience

### Specialities

Our in-house skills and areas of expertise, or if you like to use modern buzz words our core competences. In actual fact, we believe that our main strength (core competence) is the ability to combine our academic knowledge with years of industrial experience. This enables us to understand your needs and wishes, be creative in solving real and perceived problems and truly innovative in the implementation of the solutions, which in turn provides you, our customer, with a true competitive advantage compared to your competitors.

### Applications

A brief description of typical application areas where we excel due to a number of successful projects that we have completed over the years

### Reference Projects

As virtually all of our customers and projects are protected by NDA's, we are only able to present a small, but impressive, selection of projects where we have been involved.

## 3. Information

### Art of Technology

Here you can get to know who we are, where we come from and what it is, we are trying to achieve as a company.

### Media

Here you can find and download all of the documentation & publications that are currently available, together with news and information about fairs and events where you can meet us in person.

### Contact

We love it when we get feedback... it's like a gift. A gift that helps us understand how other people perceive things and gives us the opportunity to improve what we do and how we do it. So if you have an idea, need a quotation, want to provide us with feedback or just simply get something off your chest then please contact us via telephone, e-mail or use the Contact Form provided.

We believe that we have managed to meet the demanding design guidelines. What do you think?

We invite you to visit our new website at [www.aotag.ch](http://www.aotag.ch) and if you have time, please don't hesitate to share your thoughts, opinions or ideas about our new website with us. We look forward to hearing from you.

Thanking you in advance  
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