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Discovery per *Mouse Click*

Since December 2000, Schott's redesigned website can be accessed at www.schott.com.

There are approximately 1600 single pages, all of which have been converted to an internationally uniform design. The first feature that strikes visitors is the blue background color reflecting Schott's corporate image. Another element that attracts attention on the home page is a panel containing animated themes from Schott's current advertising-campaign.

"Our aim is to provide visitors to our website with an obvious added value and clear orientation and navigation", says Petra Schick, Schott's corporate advertising manager. The key advantages are: ease of navigation, clear structure, interactive communication and up-to-date information.

Getting there quickly

A tracking bar indicates to users exactly where they are within the site at all times and enables them to go directly to the page of their choice. The menu on the left of the screen allows direct access to basic information about Schott products or applications. Other features which can be accessed at any time are "Search", "Help" and "Service", as well as a section for downloading catalogs or handbooks. In addition to information on products, applications, innovations and jobs, e-commerce contacts can also be obtained.

Content management provides flexibility

The website has also become easier to operate for its creators. With the newly developed Content Management System any Schott unit can now update, service and add to its own site content. This makes Schott even faster and more up-to-date for visitors. There are also more new features in the pipeline: later this year an "Innovation Tour" will be

going online to provide a virtual guided tour around the world of Schott innovations. In addition to the English and German versions currently available, other foreign language versions are being developed ∎
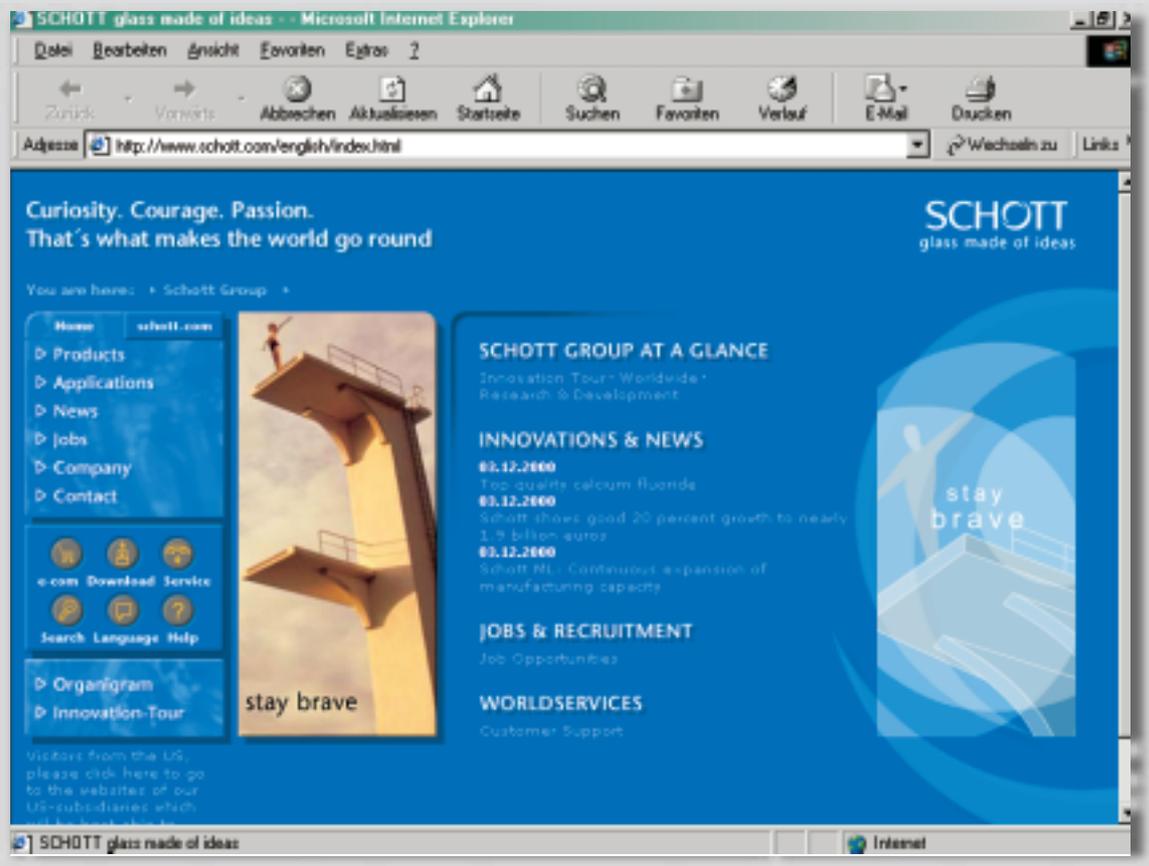
Smart, clear and easy to use: Schott's new presence on the web.