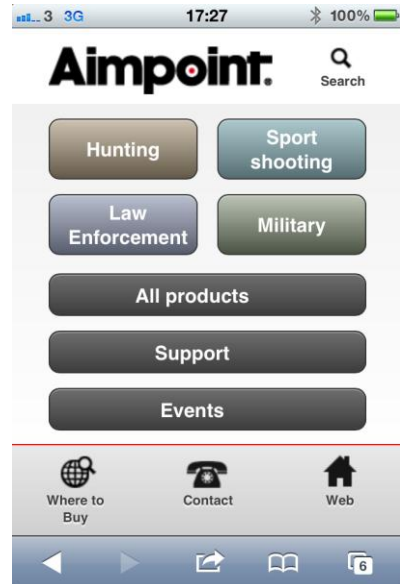


PRESS RELEASE  
March 8, 2013

## **Aimpoint website now available as a mobile version for smart phones.**



Aimpoint, the originator and worldwide leader in electronic red dot sighting technology, is proud to announce the launch of the mobile version of [www.aimpoint.com](http://www.aimpoint.com).

Increased customer communication and the exchange of information via the Internet are both commonplace today, but with the rapid technological development of smart phones and the increase in mobile surfing, it is becoming more important to be available as a mobile site, too.

"According to an IDC report, more U.S. Internet users will access the Internet through mobile devices than through PCs or other wireline devices by 2015. Western Europe and Japan will not be far behind the United States in following this trend," says Sabine Eriksson.

Surfing via a smart phone requires websites of a different sort compared with traditional sites. For instance, graphics, texts, videos and other content must be tailored for mobile users.

"A mobile site is a compressed website. It has less information and must be even easier to navigate," says Sabine Eriksson.

Aimpoint's new mobile website is easy to navigate and offers useful information to reach our customers on the go. For example, the user can find the closest Aimpoint dealer based on his current location. If a customer is at a shooting range, then helpful information such as zeroing or mounting the sight will be available.

More applications are being developed and will be implemented at a later date to improve customer support even more.

For more information go to: [www.aimpoint.com](http://www.aimpoint.com)