

FARO Technologies, Inc. Logo

## **FARO Launches New, More Customer-Focused Website**

September 6, 2006

LAKE MARY, Fla., Sept 06, 2006 /PRNewswire via COMTEX News Network/ -- FARO Technologies, Inc., the world's single source for a complete line of portable CAM2 solutions, has launched its new Web site that enables visitors to easily access information most relevant to their industry, application or product preference.

"We re-created the entire site from the ground up based on our customer's input," FARO President and Co-CEO Jay Freeland said. "We sell several different products to a number of different industries, to companies of all sizes worldwide, so the goal wasn't just to make the site look different, but rather to be so intuitive to use that any potential customer could visit our site and quickly discover how our technology can address his or her problem."

For example, a nuclear reactor quality manager who wants to reduce inspection time can now visit [faro.com](http://faro.com) and select "Power Generation" in the Industry category, or simply go to "Inspection" in the Applications category. He will see examples - ranging from videos and case application stories, to technical specification sheets and white papers - of how FARO's technology can be used to help improve and streamline the respective process.

In addition to enhanced usability, other site improvements include:

- \* Extensive industry listings, including everything from automotive and aerospace to plant, process, piping and forensics
- \* Faster turnaround on quotes and information requests
- \* More frequent information updates
- \* More region-relevant content, including new exclusive sites for Poland and the Netherlands, bringing the total number of language specific sites to 11
- \* Expanded country listing; more than 17 represented
- \* Improved readability for Asian languages
- \* A special Promotions page for regional sales incentives
- \* Content optimized based on user habits

"In the same way that FARO offers a total measurement solution from initial design to final analysis, [faro.com](http://faro.com) offers the total information solution," said FARO's Asia-Pacific Marketing Director James Needham, whose team spearheaded the new website design. "The educational approach helps our customers match the right tool for the job."

For more information visit the all-new [www.faro.com](http://www.faro.com) .

### About FARO

With approximately 12,500 installations and 5,500 customers globally, FARO Technologies, Inc. (Nasdaq: FARO) and its international subsidiaries design, develop, and market software and portable, computerized measurement devices. The Company's products allow manufacturers to perform 3-D inspections of parts and assemblies on the shop floor. This helps eliminate manufacturing errors, and thereby increases productivity and profitability for a variety of industries in FARO's worldwide customer base. Principal products include the Platinum, Titanium, Advantage, and Digital Template FaroArms; the FARO Gage, Gage-PLUS and PowerGAGE; the FARO Laser ScanArm; the FARO Laser Tracker X and Xi; the FARO Laser Scanner LS; and the CAM2 family of advanced CAD-based measurement and reporting software. FARO Technologies is ISO-9001:2000 certified, and accredited to ISO-17025 Calibration Laboratory Standard.

SOURCE FARO Technologies, Inc.

Darin Sahler, Global PR Manager of FARO Technologies, Inc., +1-407-333-9911, or [Darin.Sahler@faro.com](mailto:Darin.Sahler@faro.com)

<http://www.prnewswire.com>