# +++ Press Release +++

**POSITAL Introduces Mobile-Friendly Version of its Online Product Finder**

**Hamilton, New Jersey, April 2016 –** POSITAL’s online Product Finder tool now supports easy-to-navigate access by smart phones and other mobile devices.

The Product Finder is a web-based tool that makes is easy for customers and distributors to explore the full range of POSITAL position and motion sensor products. With over a million possible product configurations available, the Product Finder enables potential users to efficiently zero in on a device that will meet their exact requirements, based on their choice of measurement parameters, mechanical features and electronic interface. The tool also provides access to a wealth of product information, including datasheets, product manuals and technical drawings. Once a suitable product has been identified, it can be ordered from POSITAL or from one of the company’s value-added distributors.

The new mobile-friendly Product Finder is accessed through a standard browser interface. There is no special app to install. “Using the Product Finder with a mobile device has some big advantages for our customers,” comments Christian Fell, head of POSITAL’s North American operations. “Now, engineers, technicians and maintenance personnel can identify the product or replacement part they need immediately, whether they are in a meeting with the development team of standing on the factory floor.” Fell continues: “Having product documentation at your fingertips on a tablet or phone can make it much easier to make decisions in real time. And because the database behind the Product Finder is constantly being refreshed, users can be confident that they are always working with up-to-date information.”

The POSITAL Product Finder tool is available for laptops, desktops, tablets or smart phones at [www.posital.com](http://www.posital.com).

**About FRABA and POSITAL**

POSITAL is a supplier of advanced industrial position sensors used in a wide variety of motion control and safety systems. The company is also an innovator in product design and manufacturing processes and a pioneer of Industry 4.0 (Industrial Internet of Things/IIoT), offering customers the benefits of built-to-order products combined with the price advantages of mass-production. POSITAL is a member of the international FRABA group, whose history dates back to 1918, when its predecessor, **Fr**anz **Ba**umgartner elektrische Apparate GmbH, was established in Cologne, Germany to manufacture relays. Since then, the company has played a trendsetting role in the development of rotary encoders, inclinometers and other sensor products. POSITAL has a global reach with subsidiaries in Europe, North America and Asia – and sales and distribution partners around the world.

**Press Photo:** POSITAL’s online Product Finder now supports easy-to-navigate access by mobile devices such as smart phones and tablets. (see jpeg file attached)

###### **Further Information**

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