



# SENSORS WEB PORTAL

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**FOR IMMEDIATE RELEASE**

## Sensors Web Portal has Opened the First Sensors e-Shop in the Net

**January 6, 2003, TORONTO, ON** – The sensors e-Shop for B2B and B2C e-commerce has been opened at Sensors Web Portal (<http://www.sensorsportal.com>).



“It is the first e-Shop at a specialized vertical web portal devoted to sensors, transducers and sensor instrumentation”, said Jim Stewart, sales manager of *Sensors Web Portal Inc.* “The e-Shop will allow visitors to Sensors Web Portal to compare the price and technical performance of sensors and measuring instruments from different vendors. The availability of side-by-side comparisons of products will yield savings in time and money for users as they can select the product that best meets their needs and purchase it in one on-line visit. The efficiency of an easy one-step operation will attract many new customers to this burgeoning sales channel. Sales of products on-line at Sensors Web Portal, promises to reduce vendor costs for product distribution and also has the potential to deliver savings in marketing and procurement.

Many manufacturers have e-Shops at their own corporate web sites, but prospective customers are often unaware of this fact. To generate a high traffic level to these on-line stores requires considerable investment in promotion with no guarantee of an adequate return on the funds invested. Sensors Web Portal represents a different starting point. It is a well-known, high traffic web portal specifically focused on the sensors and transducers industry. Standard search engines like Yahoo!, Google, AltaVista, etc. return enormous numbers (sometimes millions) of web results which requires that the user spend excessive amounts of time sorting and filtering to find the desired information. Customers start their search for sensors information from the Sensors Web Portal gateway because the data returned is classified in a manner consistent with the vertical focus of the site. As a hub of the sensors market, Sensors Web Portal is the ideal environment for selling on-line.

“The first products at our e-Shop are being sold in association with *Amazon* and we welcome any vendors interested in exploring this opportunity further to contact us.” - added Mr. Stewart.

**Sensors Web Portal** is the primary Internet resource for sensors, transducers and sensor instrumentation. It effectively fills the role of information broker for information seeker in that subject and identifies useful quality, reliable online resources, and is an important gateway for anyone working in sensors related field in which there is a significant mass of online source material.