



# SENSORS WEB PORTAL

## PRESS RELEASE

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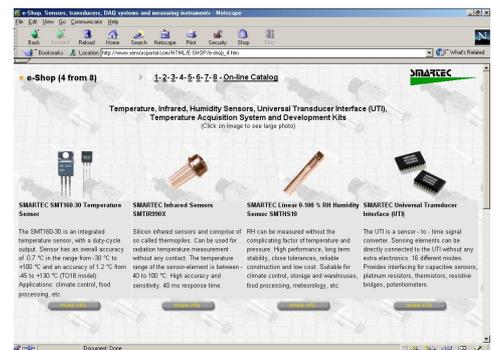
FOR IMMEDIATE RELEASE

## Smartec Expands its e-Commerce Possibilities with Sensors Web Portal

Sensors Web Portal Inc., worldwide leading content provider in sensors, transducers and sensor instrumentation area and Smartec, one of the oldest high tech company in the Netherlands, have signed a long-term agreement

July, 2003, TORONTO, ON – Sensors Web Portal Inc., worldwide leading content provider in sensors, transducers and sensor instrumentation area and Smartec (<http://www.smartec.nl>), one of the oldest high technology company in the Netherlands, leading supplier of smart sensors and system solutions have signed a long-term agreement under which Smartec's products will be sold in the first B2B and B2C sensors e-Shop at sensors web portal (<http://www.sensorsportal.com>). The agreement covers all Smartec's product ranges from different sensors (temperature, pressure, humidity, infrared) and Universal Transducer Interface (UTI) IC up to data acquisition systems and development kits: ([http://www.sensorsportal.com/HTML/E-SHOP/e-shop\\_4.htm](http://www.sensorsportal.com/HTML/E-SHOP/e-shop_4.htm)).

"Expanding the e-commerce possibilities is a part of Smartec's strategy to further develop its position as a leading manufacturer of smart sensors products," said Rolf de Boer, managing director of Smartec BV. "We were the first client at Sensors Web Portal Inc. for banners ads, when portal's has been started its activity in 1999 and we are still using this service during four years. Every day, as has shown our web site statistics, we have new visitors, coming from this biggest Internet recourse. At the beginning of 2003, Sensors Web Portal Inc. had opened the first sensor e-Shop in the Net and Smartec was again among its first clients. After some months we have started to receive leads, generated by this e-Shop. Nevertheless we have sales network distributing in 22 countries and supplying *Agilent, Nokia, Sanmina, Ericsson, Philips* and many other companies, e-commerce is considered as very promised and priority business direction", – added Mr. Boer.



"In scales of all world, the Internet - traffic is increasing according to the exponential law, and, despite of all problems in computer and telecommunication markets, this tendency does not varied from year to year. In 2005 - 2006 the number of Internet users necessarily will reach one billion. In spite of the fact that a lot of "dot - com" have failed, business of many companies is strongly connected with the Internet for a long time. In 2005-2006 years the volume of world e-commerce, according to Intel will reach \$ US 10 billion. It is much higher than today's rates" - said Mr. Sergey Yurish, SWP Vice President. "And now we give to the sensor companies a good start in e-commerce with quick results at low expenses. Vertical specialized Sensors Web Portal is the best environment for selling on-line" – added Mr. Yurish.

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