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# Media-Ready Articles

The electronic magazine presents user-oriented stories from all over the world, plus news about innovation and topics concerning the Schott technology group.

The articles are clearly arranged and contain pictures in the jpg format. Pop-up windows provide extra information to supplement the copy. A download button at the end of each article makes it possible to download and process the file easily. At the same time there are links to the relevant contacts and specialist departments as well as to the homepage of the Schott unit concerned.

For busy Internet users there is a special advantage. In designing the electronic medium great importance was attached to fast, uncomplicated searches. The start page lists the three top topics in the current issue. With a simply structured navigation system the user can get where he wants to go quickly. A list of current topics and brief news items gives a quick overview, while keyworded articles allow quick searches according to criteria such as field of application, regions, and issues. The user is shown a list of articles, including the title and introduction, so navigation is fast. Another mouse click then leads to the article itself. Via more buttons you can obtain information about topics that will be appearing in the next issue, contact editorial staff, request a subscription, or join a chat session ■



*The design allows for easy navigation and user-friendly research.*