



AIS Launches Mobile Web Tools

Introduces iPad-friendly website and iPad/iPhone applications

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Hudson, MA – July 27, 2011 – AIS launches new mobile tools geared to assist dealers and sales representatives on the go. The company has created an iPad-friendly website, giving users the ability to access many useful tools from the AIS website while on the go. Additionally, the company now boasts an ‘App’ in the Apple App Store for both iPad and iPhone devices.

AIS Touch

The AIS Touch mobile site can be accessed on an iPad at www.ais-inc.com/touch. Here, AIS dealers and sales representatives can present their clients with photos, finishes, brochures and even gain instant station pricing, all in an easy to use format. The photo viewer features simple swipe and zoom functionality, giving users complete vantage point control. All buttons and photos on the AIS Touch mobile site have been enlarged to allow for easy tap and swipe ability as well as speedy navigation.

AIS in the Apple App Store

AIS’ iPad and iPhone applications allow users to access an extensive library of product literature anytime and anywhere. The AIS app for the iPad/iPhone is available as a free download from the App Store and can be found by searching for “AIS Systems”.

The new app supports simple searches of the company’s product, including access to full catalogs and brochures. Pages can be viewed as a virtual booklet simply by flipping through sections with the swipe of a finger. This tool allows users to have full knowledge of AIS and its product while also serving as a convenient, portable point of reference.

“The world is changing. Mobility is a part of all of our lives, especially those on the sales side. We live on the go, yet we expect to have access to the information we need quickly and easily, regardless of where we are or what platform we’re using. At AIS, we strive to provide our dealers with tools to aid in the fluidity of their sales. Leveraging technology with AIS Touch and the new App in the Apple App Store illustrate the next step in our continued efforts to assist our dealers in the field,” said Rob Lazarus, Executive Vice President of Sales & Marketing, AIS.

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About AIS:

AIS is a rapidly growing manufacturer of commercial office furniture and boasts one of the most impressive stories of growth and success in the systems furniture market. The company is known for offering feature-rich product lines that entice designers and meet immediate and future needs of end-users while offering exceptional value. AIS is an innovator that leads the industry in sustainable, lean manufacturing, lead-time and manufacturing flexibility. AIS employs 320 people, with over 500,000 sq. feet of manufacturing and operations at three locations. For more information, visit the AIS website at www.ais-inc.com.

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