

For Immediate Release

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DP Technology Launches Redesigned ESPRIT CAM Website

DP Technology, makers of the ESPRIT CAM system, announce the launch of a redesigned product website. The new site features improved navigation, faster page load times, and updated content.

Camarillo, California (October 2, 2019): The virtual home of the ESPRIT CAM system has a new look. After several months of design and development, DP Technology has unveiled their completely revamped [website](#). Completed in-house by DP Technology's Camarillo-based marketing team, the new website is expected to bring big benefits to website visitors.

"Our previous website served us well, but we're always searching for ways to improve both in design and user experience," says Kori Sato, Director of Marketing at DP Technology. "We're a modern company with a high-tech product so it's critical that our website reflect these attributes."



The Right Choice

With proven programming, accurate simulation, and machine-optimized G-code, ESPRIT delivers a high-quality, efficient CAM solution that efficiently and fully utilizes machine capabilities. With ESPRIT programming, it's essential to machine, it's not just a goal, it's a reality.

The updated website includes an up-to-date layout and improved navigation, making it easier for visitors to quickly find the information they need. The team incorporated today's best practices for SEO, design, and UX to create an experience that looks sharp and functions at today's standards.

"In addition to updating the mechanics of the site, we also refreshed the images and copy. We carefully chose these elements, as we knew they would become the 'face' and 'voice' of our company. We want users to get a better sense of who we are as a company and what they can expect when they work with us. Even though we specialize in demanding machining applications, we're also approachable and personable, and we value connections. Our website is often the first point of contact with a potential customer, which makes it a perfect opportunity to communicate our brand personality," says Sato.

The new website also features custom translations in three languages with plans to add seven additional languages by the end of 2019. "We're an international company with customers and offices around the world, so using automated translations wasn't an option," says Sato. "Instead, we chose to have the new site copy manually translated by native speakers."

In addition to improving the way visitors interact with the website, DP Technology hopes the updated design will improve search engine performance, bolstering their reputation as a leader in CAM software.

About ESPRIT

ESPRIT® is a powerful CAM system for CNC programming, optimization and simulation — supporting the entire manufacturing process. With factory-certified post processors delivering machine-optimized G-code and ESPRIT's ability to solve unique challenges with automation solutions, ESPRIT is the smart manufacturing solution for any machining application. With world-class technical support, ESPRIT empowers you to get started quickly and keep running at top efficiency. ESPRIT is the only CAM system you'll ever need.

About DP Technology Corp.

DP Technology Corp. is a leading developer and supplier of computer-aided manufacturing (CAM) software. ESPRIT®, DP Technology's flagship product, is a powerful, high-performance, full-spectrum programming system for milling, turning, wire EDM, multi-tasking machine tools and metal additive manufacturing. ESPRIT and its support personnel embody DP Technology's passion for excellence and vision of technology's potential.

DP Technology reinforces its commitment to technical excellence by dedicating nearly 20 percent of its annual revenue to ongoing research and product development. This long-term focus has produced powerful technological innovations that have placed ESPRIT in an industry-leading position since its market launch in 1985.

For additional information about DP Technology and ESPRIT, call +1 805 388 6000, email esprit@dptechnology.com, or visit www.espritcham.com.