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## **Aven Unveils New Website Redesign for Enhanced User Experience and Dynamic Product Showcase**

**ANN ARBOR, MI — April 2024** — Aven, a full-service technology provider, is pleased to announce the launch of its newly redesigned website, offering customers an enhanced user experience and dynamic product showcase.

The revamped website features a modern and intuitive design, providing visitors with seamless navigation and easy access to Aven's extensive range of products and services. With improved functionality and user-friendly interface, customers can effortlessly explore Aven's diverse product offerings and find the solutions they need with just a few clicks.

The new site includes the addition of product videos with motion, offering an immersive and engaging experience for users. These dynamic videos provide a closer look at Aven's innovative products in action, allowing customers to better understand their features, functionality, and applications.



"We are excited to launch our new website, which reflects our commitment to providing our customers with the best possible online experience," said Mark Kanpurwala, Vice President, Sales & Marketing at Aven. "With enhanced navigation, informative content, and dynamic product videos, we aim to make it easier than ever for our customers to explore our products and make informed purchasing decisions."

In addition to the redesigned interface and dynamic product videos, the new website also features updated product information, specifications, and resources to help customers find the right solutions for their needs. Visitors can also access Aven's blog, case studies, and technical support materials for valuable insights and assistance.

Explore the enhanced user experience and dynamic product showcase on Aven's new website at [aventools.com](http://aventools.com).

### **About Aven**

*Aven is a solutions provider for binocular & trinocular stereo zoom microscope systems; digital microscope systems, numerous led magnifier lights, and a wide variety of precision hand tools used for micro-assembly. Aven's key customer markets are in the electronic assembly, military/ aerospace & defense, medical device manufacturing and more.*