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PRECISION MEASUREMENT ENGINEERING, INC. LAUNCHES RE-VAMPED WEB SITE

- PME web site designed for scientific community and water quality managers-

Carlsbad, CA – January 17 - Precision Measurement Engineering, Inc., an internationally known oceanographic instrument design corporation, is proud to announce the release of their new re-vamped web site. Featuring a new crisp design and layout, the site was created to enhance company products, and simplify user navigation.

“PME’s website was first launched in 1995 and hasn’t had any major design changes since then,” said Michael Head, Chief Executive Officer. “We are all very excited to see how the re-design will influence customer satisfaction and company growth.”

The site features a variety of oceanographic and limnologic instruments designed and manufactured by PME, as well as interactive deployment manuals, case studies and company profile.

Focused energy was put into optimizing product content and presentation, specifically looking at PME’s latest design, the Lake Diagnostic System (LDS). LDS is in cooperation with Centre for Water Research (CWR), located in Western Australia.

About PME

For more than 20 years Precision Measurement Engineering, Inc. has been dedicated to designing and manufacturing high-quality oceanographic instruments. Their instruments are used throughout the international scientific community for high-resolution measurement of electrical conductivity, temperature, fluorescence, turbidity, and PAR concentration in water. Current customers include SCRIPPS Institution of Oceanography, Woods Hole Oceanographic Institution, Centre for Water Research, and the Bureau of Reclamation. For more information, please visit www.pme.com.

