FOR IMMEDIATE RELEASE

Contact:
David Crump, Marketing Communications Manager
800.321.6786 / 951.695.3010
dcrump@opto22.com

Electronic copies of this release and related photographs are available at
http://www.opto22.com/pressroom

New Features on Opto22.com Simplify Product Review, Selection, and Configuration

Interactive Website Tools Provide Visual Interface for Selecting SNAP PAC System Components

Temecula, CA – November 2, 2010 – Opto 22 has significantly enhanced its corporate website with new features and content that help control engineers and other automation professionals virtually assemble a SNAP PAC System, organize product selections into bill-of-materials lists (BOMs), request price quotes from Opto 22 distributors, and even submit configurations for a free engineering review and consultation.

The new SNAP PAC Configurator is a visual, interactive, web-based application that allows users to design and build a complete SNAP PAC System—I/O processor, mounting rack, and modules. As they assemble their system, users can view part descriptions and wiring diagrams, link to individual product pages, and then select components by purpose and specifications. For example, for the control and I/O processor, they can choose by programmability, communication interface (Ethernet, wireless, or serial), support for high-speed digital functions, and Factory Mutual (FM) approval. I/O module selection can be by signal type (current, voltage, temperature, rate, resistance, power, TPO, etc.), voltage or current range, number of channels, FM approval, and channel-to-channel isolation. Once users have completed a configuration, they can save it and forward it to an Opto 22 application engineer for review. The engineer receives an email list of the parts selected, confirms component compatibility, suggests optional or other needed components, and responds with the results within one business day. Completed configurations can also be used to create a bill of materials, forwarded to an Opto 22 distributor for a price quote, or added to the shopping cart for online purchase.

OPTO 22

"The SNAP PAC Configurator's graphical interface not only makes choosing system components quicker and easier, it also documents the product selection process, and eliminates the possibility of incompatible component selections," says Opto 22 application engineer Ben Orchard. "The Configurator can also save users a good deal of time when choosing or specifying systems, because it allows them to use existing configurations as the basis for new ones."

Opto 22's website improvements also include enhancements to my.Opto22.com, a personalization option for the site. After creating a my.Opto22 account, users can subscribe to receive email notification of new software upgrades, firmware releases, OptoKnowledgeBase articles, and documentation such as Opto 22 case studies, white papers, and product data sheets. My.Opto22 now gives users one-click access to their shopping cart, favorite products, documents, downloads, and configurations. Favorite products can be added to the cart, to a subscription list (to receive product updates), or to a bill of materials that can then be printed or sent to an Opto 22 distributor for a price quote.

Other notable features of the Opto 22 website include:

- A video library of more than 100 case studies, tutorials, product overviews, and screencasts.

- Full integration with social media, featuring one-click links to Opto 22's YouTube channel, iTunes podcast library, LinkedIn Group page, Facebook page, and Twitter feed.

- An "Opto 22 Product Selector" tool that helps customers quickly browse, view, and match components, and assemble systems.

- A secure section for Opto 22 partners, distributors, and certified trainers to view exclusive content, download marketing materials, and review channel updates.

About Opto 22

Opto 22 develops and manufactures hardware and software for applications involving industrial automation and control, remote monitoring, and data acquisition. Opto 22 products use standard, commercially available networking and computer technologies and have an established reputation worldwide for ease-of-use, innovation, quality, and reliability. Opto 22

OPTO 22

products are used by automation end-users, OEMs, and information technology and operations personnel in over 10,000 installations worldwide. The company was founded in 1974 and is privately held in Temecula, California, USA. Opto 22 products are available through a global network of distributors and system integrators. For more information, contact Opto 22 headquarters at +1-951-695-3000 or visit www.opto22.com.