



How can customers find us

 SWISS PRECISION

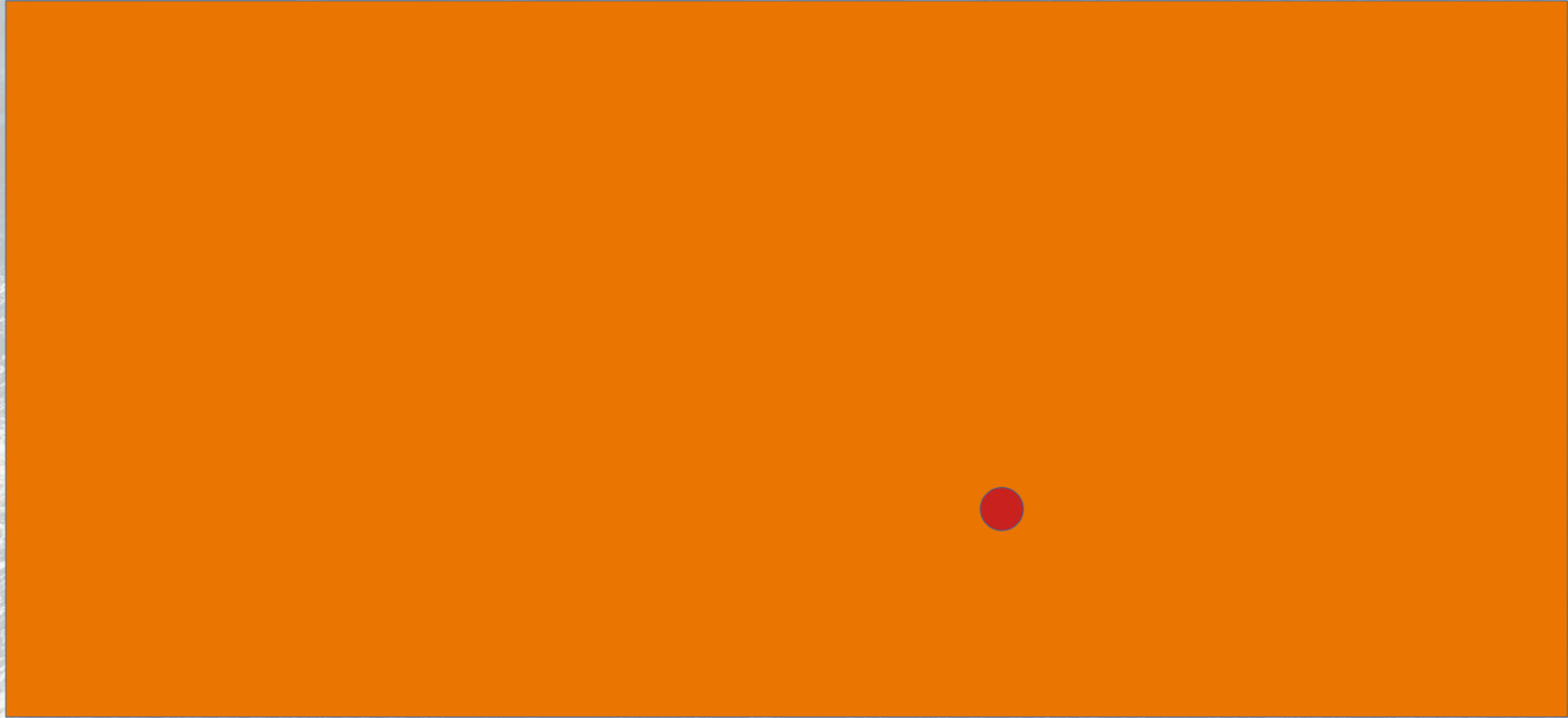
9100 Herisau / Switzerland • www.dimetix.com

Content

- Global Presence
- Engagement
- Lead Generation
- Co-Branding
- Differentiation
- Innovation Showcase
- Online Presence
- Communication



Global Presence



Engagement

- Focus on **key target markets**
- Trade Shows / Industry Exhibitions / Industry Specific Conferences
- Workshops / Seminars
- University and Research Institution Collaborations
- Customer awareness of our sensors, benefits, success stories, solutions and specifications



Lead Generation

- Lead generation from our end
- This **MUST** be also done from your side

Awareness

- Capture market share more effectively
- Market Insights
- Awareness



Co-Branding

SWISS PRECISION

DIMETIX
LASER DISTANCE SENSORS

 **Laser-View Technologies**
Smart non-contact measurement solutions for industry



Laser-View Technologies, our **authorized distributor** in US, will be taking center stage at the exhibition as primary exhibitor

SWISS PRECISION

DIMETIX
LASER DISTANCE SENSORS

EXHIBITING WITH OUR GERMAN DISTRIBUTION PARTNER

 **lilltec**
Messtechnik

 **all about automation**

Hall: B1
Stand: 248

Drop by and say hello to Dirk Fokkens



- **Brand Consistency/Integrity:** ensuring that logos, colors, fonts and other design elements are used consistently, so **Dimetix** identity remains strong and recognizable
- Please do not change the logo or other key design elements



DIMETIX daybreak
LASER DISTANCE SENSORS 聚鴻企業有限公司
Our Taiwan Sales Partner

D-系列

▶ DPE-10-500 ▶ DEN-10-500 ▶ DAN-10-150



ACCURACY
0.5 mm, 1 mm, 1.5 mm, 3 mm

MEASURING RANGE
50 m / 150 m / 500 m

FEATURES
Interfaces and functions included

100% TESTED
All devices are completely tested



DIMETIX
LASER DISTANCE SENSORS

Distance measuring
contactless and reliable.

- ▶ 100% tested
- ▶ Individually calibrated
- ▶ Most advanced measuring technology
- ▶ Technical support by manufacturer
- ▶ Precise and reliable
- ▶ Various application possibilities

Highest measuring
performance for
uncompromising results.

Our UK Sales Partner

fortop
AUTOMATION
& ENERGY CONTROL



Wide measuring range



High measuring rate



High accuracy



Wide temperature range



High variety of interfaces



High degree of protection

DIMETIX
LASER DISTANCE SENSORS



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LASER DISTANCE SENSORS



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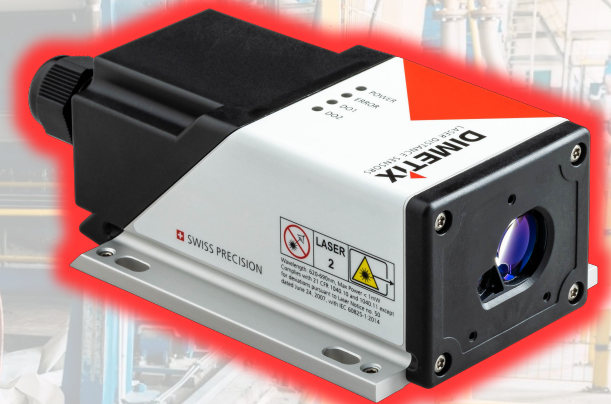
D-系列

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Differentiation

- Highlight our **key features**
- Provide success stories and **solutions**




Innovation Showcase

- New application examples
- Updates from our website
- New features

SWISS PRECISION **DIMETIX**
LASER DISTANCE SENSORS

Family letter 07/2024




Dear distribution partner,
Another two months have passed since our last Family Letter and we hope you have had a successful first half of the year!

In April, we introduced you to our CEO Stefan Taeschler. Did you like the introductions of our team members to find out a little more about the faces behind the Dimetix family?

We wish you an enjoyable read and send you our best wishes from your **Dimetix Team in Switzerland**.

NEW APPLICATION EXAMPLE AE-0211



We have a new Application Example "Inspection of the deflection of crane rails" online (**AE-0211**).

This application explains how to monitor the extension of cranes during operation. We are delighted to have worked with a **Swiss company on this project**. Many of you are also working in the crane sector and it is always interesting to see where else there are possible applications.

We hope you like the new **Application Example**!

As always, **if you have a customer who would like to share his application with pictures**, we will be happy to create an Application Example. This will help you and us to take the multifunctional use of our sensors into a picture. Furthermore, it will also be helpful for both by using synergies and mentioning the brand of each other.

For more information or if you need help, please contact the **sales team** or the **technical team** at Dimetix AG.

SWISS PRECISION **DIMETIX**
LASER DISTANCE SENSORS



Online Presence

- Social media
- Content creation
- Online advertising

This screenshot shows a LinkedIn dashboard for Dimetix AG. At the top, a welcome message states: "Welcome to your new dashboard! We've introduced a dashboard view to help you understand what actions to take next to quickly grow and optimize your Page. Learn more". Below this, there are sections for "Today's actions" (Save time with content sharing, Invite connections) and "Manage recent posts". The "Manage recent posts" section features three promotional cards with "Boost" buttons. The first card offers "Get up to 6,300 more impressions by boosting this post." The second offers "Get up to 4,400 more video views by boosting this post." The third offers "Get up to 48 likes on this post." Below these are three post thumbnails: one for a meeting, one for "DIMETIX sensors offer numerous features" with sub-sections for "Dimension measuring", "Level measuring", and "Monitoring", and one for "Hingl spann [Bewerbung] bitte per E-M.".

This screenshot shows the LinkedIn company page for Dimetix AG. The header includes the company logo and name, "DIMETIX LASER DISTANCE SENSORS". The page description reads: "Dimetix AG Flexibility for all your challenging applications Automation Machinery Manufacturing · Hersau · 618 followers · 11-50 employees". It shows "Catherine & 32 other connections follow this page" and navigation buttons for "Message" and "Following". The "About" section states: "DIMETIX Laser-Distance-Sensors measure with high precision (+/- 1mm) distances of up to 500 meters – absolutely reliable, even at the most adverse conditions. DIMETIX devices are 100 % developed, produced and tested in Switzerland. They are in the field all over the world in industry, technology and the p... see more". The "Page posts" section shows a recent post from Dimetix AG: "Last month we kicked off with an incredible...". The right sidebar includes an "Apply Today" button, "Affiliated pages" (Laser Distance Sensors), and "Pages people also viewed" (Laser-View Technologies, DIS SENSORS, di-soric GmbH & Co. KG).



Communication

- Clear expectations and agreements
- Regular updates
- Feedback collection
- Feedback loop



Conclusion

- Growth
- Focus and specialization
- Awareness
- Collaborate
- Key features / competitive advantage
- Updates
- Target / potential audience / Online

Communication!



Thank you !

