



For Immediate Release

ERNI introduces a Digital World to optimize support for customers in finding solutions

With a new online platform, ERNI is now offering its customers convenient access to application-related product selection

Midlothian, Virginia— May 11, 2021 – ERNI Electronics, Inc. has launched a new web-based tool for customers to explore applications and more.

ERNI Electronics, Inc., a leading international manufacturer of electrical connectors, offers its newly designed Digital World, a modern and convenient presentation and service platform for users who are specifically interested in topics and solutions relating to their particular application environment or industry. The ERNI World in English, German and Chinese enables interested parties worldwide to quickly and easily identify the right ERNI product for their specific application.

As in a virtual exhibition, the customer can navigate to the relevant subject area and, in addition to suggested solutions for the application, also find detailed product information and further links. The responsive web design allows access to the Digital ERNI World and the use of its functions on all mobile devices without restriction.

Much more than a virtual exhibition

The individual subject areas include presentation platforms for a number of industries, including automotive, automation, medical, aerospace, communications, and the Internet of Things. In each area, special hotspots have been set up to guide the user directly to specific applications in which ERNI products are used. In the automotive sector, for example, the hotspots include "Headlights" and "Battery Management".

There are dedicated areas for current ERNI innovation presentations and for special events or product training ("Academy") with corresponding meeting and presentation areas round off the spectrum of opportunities for discovery.

The range of services and the level of detail of the Digital World will be continually expanded.

Meeting Planner – direct access to the experts

Customers who would like to obtain more detailed information in a one-on-one meeting will be interested in the Meeting Planner feature, which is used to arrange appointments for a live chat from anywhere in the world. All the customer has to do is enter their name and e-mail address (further details are optional) and select a suitable time slot that is currently available in the calendar. The appointment is made with a simple click of the mouse, and ERNI sends a

confirmation of the appointment by e-mail. At the same time, this automatically creates a calendar entry with all important functions (start, duration, notes, reminder), which enables the customer to participate in the live chat at the selected and confirmed time. The Meeting Planner can be used worldwide, and topics can range from how to buy ERNI products, specific technical questions, or queries about specific applications.



Image 1: ERNI's Digital World is the company's latest marketing tool and contains a variety of applications for various industries, product videos, and an online meeting tool.

About ERNI: ERNI is an international, family-owned company, and a leading global connector manufacturer and service provider with more than 70 years in history. ERNI develops, manufactures and sales a wide variety of electronic connectivity solutions for various areas of applications and has an emphasis on connectors that are robust, miniaturized, and versatile. Spanning over 40 countries and with state-of-art manufacturing facilities in Europe, North America and in Asia Pacific, ERNI is perfectly positioned to meet the requirements of its global customers. ERNI International AG, is headquartered in Switzerland, and regionally, ERNI Electronics Americas is headquartered in Midlothian, VA. To learn more about ERNI, visit erni.com, ERNIConnects.com, LinkedIn or YouTube.

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