



# Rising to new dimensions

17 to 21 September 2014

AFB Waterkloof, Centurion, City of Tshwane, South Africa

The premier exhibition of air, sea and land technologies on the African continent

## AFRICA AEROSPACE AND DEFENCE (AAD2014) LAUNCHES NEW WEBSITE

*Africa Aerospace and Defence is the premier exhibition of Air, Sea and Land technologies on the African continent*

**South Africa, 11 October 2014** – AAD will successfully launch its new website on **14 October 2013** presenting a renewed corporate image with the purpose to create a customer-centric experience and ensured that the navigation is customised and made easy for customers to find what they are looking for. The site's homepage welcomes visitors with two enter sections, Trade & Exhibition and Airshow. It was important that the design of the website is clean, modern with a world map focused on Africa particularly South Africa showing a Gripen as one of the best leading fighter aircraft in the continent. We wanted our new website to reflect what we are 'The Premier Exhibition of Air, Sea and Land technologies in the African Continent' and in a global community.

Exhibitors, Media and Trade visitors will enter the website under the trade and exhibitor section on the home page for any exhibition related information such as VIP delegation information, how to exhibit, how to visit the show, news, layout etc.

The website also includes a 'University space' with information, targeting students that have interest in the industry and wish to meet with potential employers during AAD2014. The AAD2014 website will still allow Media and Trade visitors both national and international the opportunity to register online in an efficient manner.

Airshow enthusiasts will enter the website at the airshow section where the relevant information about the airshow will be available including ticket prices, roads to avoid, parking and how to get to AFB Waterkloof for the Airshow.

The AAD2014 website is designed for a wide range of browsers, optimised for viewing on mobile devices such as smartphones and digital tablets. Be on the lookout closer to the time for the AAD2014 customised mobile application in order to help you use your time in the most efficient way and get the most possible out of the event. The service is optimised for Smartphone use (iPhone, Android and Mobile website) but is also

[www.aadexpo.co.za](http://www.aadexpo.co.za)





available on all mobile phones that have internet capabilities. The redesigned website, created by Prospero South Africa team, embodies AAD's forward-thinking vision.

## **AAD2014**

The Africa Aerospace and Defence (AAD) 2014 is one of the world's premier Aerospace and Defence exhibition that holds a prominent position within the Aviation and Defence calendar. This exhibition takes place biannually in September. The first three days of the exhibition are traditionally trade days, followed by two airshow days that are open to the public. The **8th** AAD will take place at AFB Waterkloof, Centurion in the City of Tshwane, South Africa between **17 to 21 September 2014**, and will once again bring together various industries from throughout the world so as to showcase the latest technological innovations within this sector.

Visit our new website for more information please visit [www.aadexpo.co.za](http://www.aadexpo.co.za).

## **ENDS**

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