

## In this Issue

It's not all Doom and Gloom!  
Art of Technology AG  
New look at AoT

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## Coming Events

Visit us at Arab Health in Dubai  
from 25<sup>th</sup> to 28<sup>th</sup> January 2010  
Stand D-10 on the Swiss Pavilion  
in Hall 7

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## Newsletter

All contributions used in the new  
AOT website or Newsletter will  
be rewarded with a small "thank  
you" gift.

Contributions must reach us by  
31<sup>st</sup> January 2010 to be  
considered

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## Contact Us

T: +41 (43) 311 7706  
E: [newsletter@aotag.com](mailto:newsletter@aotag.com)

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## It's not all Doom and Gloom!

Are things getting on top of you?

Continuously increasing pressure to achieve deadlines and budgets despite an ongoing reduction in resources? Investments and training delayed? Development and production projects postponed ... sound familiar?

Even though we have heard that the economy is getting better, no-one really knows when and how quickly this will occur. But don't worry there is light at the end of the tunnel and it's not a train heading towards us

... there is indeed a silver lining in the clouds and its Art of Technology!

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## Art of Technology AG

During the past 24 months Art of Technology (AoT) has been able to secure and complete several significant design and development projects, cementing our position as one of the leading European specialists in customer specific electronic system design and development in hardware, software and electronic miniaturisation. To support these projects we have grown considerably adding new talent to our already formidable crew.

In addition, AoT has recruited Paul Sphikas as Sales and Marketing Manger, to actively support you and to help you gain access to our intellectual resources which are ready to help you achieve your goals, bringing those projects in on-time and within budget.

To gain an overview of our Engineering and Design Services visit our website at [www.art-of-technology.ch](http://www.art-of-technology.ch), or if you prefer the personal approach please call me on +41 (43) 311 7706, or send an E-Mail to me at: [paul.sphikas@aotag.com](mailto:paul.sphikas@aotag.com)

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## New look at AoT

Since joining Art of Technology as Sales and Marketing Manager in August 2009, I have been consistently impressed with the mix of skills and personalities, not to mention the extremely broad range of hobbies and interests of the individual AOT employees...

I guess this helps them work so well together! To share some of this creative magic with you we have decided to:

a. **Re-vitalise our Website making it more informative and easier to use**

Although the project is well underway, we invite you to contribute any comments ideas you may have with regard to content that you would like to see incorporated in our new website.

b. **Re-launch the AoT-Newsletter**

The new AoT Newsletter will be issued twice a year, with the first issue scheduled for release at the end of March 2010. Any thoughts regarding topics, or articles for publication are most welcome

Send your contributions to [newsletter@aotag.com](mailto:newsletter@aotag.com)