FOR IMMEDIATE RELEASE
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POLICE TECHNICAL
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NEWS RELEASE

Title: POLICE TECHNICAL New Website is Content-Rich, User-Friendly

Short Title: POLICE TECHNICAL Revamps Website

Date of Release: April 8, 2016

POLICE TECHNICAL has unveiled a refocused website, featuring personalized content and improved navigation.

The new site puts company stakeholders and content at the forefront. Police, Sheriff, Federal, Intelligence, and Prosecution each have their own dedicated sections, but can also locate information through a Content Hub. While some of the material is identical, much of it is specific to the named group, said Thomas Manson, POLICE TECHNICAL CEO.

"This is our answer to the question 'Who do we serve and how can we best serve them?' The old site had a lot of material, but it was hard to navigate," Manson said.

To create simpler navigation, the site was developed with fewer tabs, a whiter and brighter look, and social media integration. It clearly indicates that POLICE TECHNICAL offers service in four areas: Training, Publishing, Consulting and Software. Training remains at the core, but the rest are growth areas.

"This is to define who we are, and who we are not," Manson said.

Other notable features include COMMUNITY, POLICE TECHNICAL's forum based interface, which originally launched in August 2014. Though its purpose was to foster dialogue between instructors and students, it was seldom utilized or inaccessible.

By giving it top billing, among the company's prominent tabs, Manson hopes users and students can conveniently connect with each other as well as POLICE TECHNICAL personnel.

"COMMUNITY's previous format wasn't as clean as it needed to be," Manson said. "To serve our students we must engage them. Community is an ideal place for this."

Spencer May, Lead Developer for POLICE TECHNICAL, spent nearly six months on the site's data migration and programming.

"The original site wasn't mobile friendly at all," May said. "More and more of our users are accessing information through their phones and tablets. Rebuilding and staying up to date with these trends just made sense."

He said refocusing the website has been a massive undertaking, but the end result is worth the work.

"Our materials and systems are complex," he said. "[Programming] goes beyond changing an article here or there. The old site showcased how far we've come, but the new sit indicates where we're going."

POLICE TECHNICAL is at https://www.policetechnical.com.

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About

POLICE TECHNICAL is a national law enforcement training company located in Terre Haute, Ind. The company currently employs 20 instructors, who teach and maintain 18 courses in five certification tracks.

Interviews may be scheduled by contacting Brianne Hofmann at 812-232-4200 or through bhofmann@policetechnical.com.