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Love at First Site: Toshiba International Corporation Unveils Website Redesign
New Navigation and Search, Improved Ease-of-Access and Availability

Toshiba International Corporation, Houston, TX, February 14, 2014 – Toshiba International Corporation (TIC), Toshiba Corporation’s fastest growing business in North America, today announced the launch of the new and improved website, <https://www.toshiba.com/tic>.

“As TIC continues to grow and evolve, we recognize that our marketing efforts must evolve as well,” said Tatsuo Doko, CEO of TIC. “Today we are proud to announce the launch of our new and improved website. Aside from a new look and feel, we have made several significant improvements and added key new features summarized below. We hope that you will take this opportunity to become reacquainted with TIC and the many solutions we have available for your business.”

Enhancements to the website include the new and improved search feature which now is site-wide and includes expanded access to content and files. This will save customers time and effort in finding information. TIC recognizes that availability is key to customer service, and with that in mind has highlighted contact information and communication channels on the new website. These highlights include a new FAQ section, question forms on all product pages, dynamic service request forms, and consolidated contact information for all divisions. In addition to the new website, customers now can keep up with the latest TIC news and videos via [YouTube](#) and [LinkedIn](#) pages.

The recent growth of TIC also is reflected in a number of changes, such as the addition of the Motors & Drives and Power Electronics divisions. These updates include an improved navigation menu, featured products and industries, and online resources like the Motors & Drives matrix. Additional features include links to our Distributor Portal and online promotional store, single sign-on for e-Learning, and one-time registration for downloads.

About Toshiba International Corporation

Toshiba International Corporation is a Toshiba America Inc. (TAI) Group Company, a wholly owned subsidiary of Toshiba Corporation. TIC is headquartered in Houston, Texas and employs approximately 2,000 people. TIC provides application solutions to a wide range of industries including industrial, power systems, transmission and distribution systems, and LED lighting systems. For more information about TIC, please visit <https://www.toshiba.com/tic>.

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