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New Look Online for ADJ

Uniting lighting and audio products, ADJ's new website offers sleek design, smart layout and engaging news content.

ADJ has united its americandj.com and americanaudio.us websites and launched a sleek new site boasting a more intuitive layout, modern design and reams of engaging content. The new website went live earlier this month at a new URL: www.ADJ.com.

The first key difference is that the new website has been made white, for a cool clean look. A scroller-header displaying images of the company's latest products sits at the top of the homepage, making new products easily and instantly browsable; and below this visitors will find the latest news, featured videos and select 'ADJ Experience' pieces taken from the company's in-depth monthly news hub – ADJ NewsWave.

This 'magazine' style homepage makes the website more practical and gives visitors access to a more rounded user experience; a place to go not only for viewing the company's latest offerings, but for informative articles, videos and product news too. There are already 500+ articles catalogued on the site, made up of the latest relevant pieces and a full archive of articles from past NewsWave editions. Users can leave comments or share the articles via conveniently placed social media toggles (for Facebook, Twitter, Pinterest, Google+ and Reddit), encouraging customer interaction with ADJ across multiple online platforms.

Another big change, apart from the design, is that the new site conveniently rolls the previously separate ADJ and American Audio websites into one. Visitors to the site can view the best products on offer in the lighting and audio markets, as well as read news stories and press releases relating to ADJ's involvement in exciting projects in both sectors. This change is exemplified by the site's new layout, which now divides products – including lighting and audio – by market; with sections for DJ & Mobile, Club Install, Production Events, Worship, Band & Stage and Party displayed at the top of the homepage. This new layout makes it

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easier for visitors to find the products suited to them, depending on the market they operate within.

“The new ADJ website has been a while in the making, but we’re very pleased now that it’s here – it was well worth the wait,” said Brian Dowdle, Marketing Director for ADJ USA. “We wanted to unite ADJ and American Audio under the banner of one convenient website, giving our customers the benefit of having one website to cover all of their ADJ needs. Obviously, this was the perfect opportunity to update our branding and design, and we’re more than pleased with the sleek new design, the accessible layout, and the inclusion of our NewsWave articles, press releases, demo videos, user manuals and product news.”

ADJ recognizes that accessing the web from mobile devices have become more popular. In that regard, ADJ.com is a mobile friendly site compatible with mobile phones and tablets.

The ADJ Europe website has also been updated to match the clean, modern look of the new site, offering more substantial cross-brand consistency and increasing the online presence of the ADJ company as a whole.

Check out the new website here: www.ADJ.com

For more information Contact ADJ:

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