

# Rigaku Launches New Unified Brand Identity, Website and Digital Portal at Pittcon 2019

***Rigaku is exhibiting its benchtop XRD, XRF and handheld Raman spectrometers at Pittcon 2019 at Booth 3151***

**March 19, 2019 – Philadelphia, PA.** [Rigaku Corporation](#) is pleased to introduce a new unified brand identity at the 70th annual Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy ([Pittcon 2019](#)), held Sunday, March 17 through Thursday, March 21, 2019 at the Pennsylvania Convention Center in Philadelphia, PA USA.

The Rigaku booth - 3151 in Hall D - highlights their new corporate unified brand. As white light is a combination of all colors, so the new white motif, with blue signage, is designed to symbolize all of Rigaku Corporation's operational segments blended together into a *global one* Rigaku. Rigaku provides the world's most complete line of X-ray analytical instruments and will be exhibiting their diverse line of lines of X-ray diffraction ([XRD](#)), X-ray fluorescence ([XRF](#)) and handheld [Raman](#) and [LIBS](#) instrumentation.

As part of their new brand identity, a Rigaku Digital Portal Initiative (R-dpi) was launched today, at [www2.Rigaku.com](http://www2.Rigaku.com), in English, with Google neural machine translations for other languages. Developed in [Drupal 8](#), the new web site features a state of the art design and is fully responsive for mobile devices. It features predictive search with faceted results to enable rapid discovery of potential solutions to customer problems.

Another technology debuting at PittCon 2019 is the Rigaku C-Cast System, a branded marketing asset portal designed to facilitate global sales by providing fast retrieval of product information from within an easy-to-use graphical user interface environment. There will be three tablet computers in the booth to provide real-time product data during conversations with customers on-site. In conjunction with the new electronic kiosks for signage, Rigaku will deliver a superior customer experience.

Rigaku is showing the [Rigaku Supermini200](#) benchtop wavelength dispersive X-ray fluorescence (WDXRF) spectrometer, and the new sixth generation [Rigaku MiniFlex](#) benchtop X-ray diffractometer.

Rigaku is also presenting the [Rigaku NEX QC](#) series of low-cost benchtop energy dispersive X-ray fluorescence (EDXRF) spectrometers. [Rigaku NEX DE](#) series of high-performance, direct excitation EDXRF elemental analyzers are also featured.

The latest Raman and laser induced breakdown (LIBS) analyzers, including the [Rigaku Progeny](#) and [Progeny ResQ](#) 1064 nm handheld analyzers and the [Rigaku KT-100S](#) handheld LIBS spectrometer, are also presented at the event

## **About Rigaku**

Since its inception in Japan in 1951, Rigaku has been at the forefront of analytical and industrial instrumentation technology. Rigaku and its subsidiaries form a global group focused on general-purpose analytical instrumentation and the life sciences. With hundreds of major innovations to their credit, Rigaku companies are world leaders in X-ray spectrometry, diffraction, and optics, as well as small molecule and protein crystallography and semiconductor metrology. Today, Rigaku employs over 1,400 people in the manufacturing and support of its analytical equipment, which is used in more than 90 countries around the world supporting research, development, and quality assurance activities. Throughout the world, Rigaku continuously promotes partnerships, dialog, and innovation within the global scientific and industrial communities.

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