

# LabX Leverages Google Maps in Niche Product Directory

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LabX, the online marketplace for buying new and used scientific equipment, announces the integration of Google Maps into their "LabLinks" directory. Buyers can search over 1,000 companies found in the LabX directory across a variety of industries, including laboratory, medical, test and measurement, process, and semiconductor equipment, and geographically locate companies and products on a map. The search can be narrowed even further by selecting a niche product category such as Microscopes, Ultrasounds, Oscilloscopes, or any of the 300+ categories available on the site. Viewing the company's proximity to a user on a map allows users to locate new and used products and services of interest to them close to where they live.

"Incorporating our niche directory of equipment companies with a map utility is a unique technology that takes advantage of our database and Google Maps technology," says Ken Piech, General Manager for LabX. "Features like interactive maps applied to traditional buyers guides and directories are one feature that make the Internet an exciting business resource. LabX is proud to be developing on the leading edge."

LabX has plans to expand the map feature to individual auctions and classified listings so users can locate products regionally. "Finding a local source of equipment still makes the most sense for large capital equipment where shipping fees can sometimes outweigh the purchase cost of the item," says Piech.

Find out for yourself why the LabX community boasts over 125,000 members and offers 140,000 items for sale right now. Over 51% of Fortune 500 companies were represented on LabX – showing that the world's largest corporations are finding products for their research, production, and QC on Internet portals like LabX.

For further information regarding buying and selling on LabX, visit [www.labx.com](http://www.labx.com) or email [help@xxxxxxxxxx](mailto:help@xxxxxxxxxx)

About LabX

## LabX Leverages Google Maps in Niche Product Directory

LabX.com ([www.labx.com](http://www.labx.com)) is the world leader facilitating the exchange of new, used, and surplus scientific instrumentation and supplies. LabX is easy to navigate and very effective in selling, locating, and promoting a wide array of hi-tech equipment for the: laboratory, medical, electronics and test equipment, semiconductor, and process markets. Having grown into a scientific equipment mega-marketplace, with dynamic auctions and fixed-price classified ads, millions of dollars are exchanged annually via [www.labx.com](http://www.labx.com).

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