



PRESS RELEASE

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Online retailers increase sales in one swift spin

Online retailers are rapidly embracing a new technology that is proven to increase sales, by allowing potential customers to view products from all angles.

Swiftspins, or 360 degree product spins, are the fastest growing product display systems on the internet and are leaving traditional still images in their wake as internet shoppers demand more and more from their online shopping experiences.

In fact in a recent survey by one of the World's leading software companies, over 90% of online shoppers asked said that the ability to spin products was the most useful feature and the one most likely to influence their purchasing decision. It is therefore no surprise that 360 spins were top of the list for most online retailers who were planning any rich media development on their site in 2009, and so far it looks like 2010 will continue this trend.

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The technology is being embraced by retailers from a wide range of sectors, but it is the fashion and footwear industries that seem to be leading the way. Their customers in particular need to see products from all angles. Swiftspins give potential buyers the best online view of any product possible, in fact combined with a full zoom feature it is almost as good as physically handling the item in store.

But retailers are also finding that the improved view of their product means they receive less customer service queries and also less returns, both creating additional savings in time and money.

While some believe that the current economic climate is the worst time to invest in new technology, canny retailers of all sizes are taking advantage of the falling costs to bring this exciting new feature to their own sites ahead of their competition and are already seeing good returns on their investment as a result.

After all, the customer is King and if they demand change then you can either join the revolution or end up going round and round in circles.

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To view examples of Swiftspin rotations visit www.swiftspin.co.uk.

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