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New Facebook Version Interactive Catalog Embedded in Retailer's Page

Prestimedia, the leader in interactive catalogs just announces their new Facebook Version catalog solution to allow the Facebook community to browse digital catalogs within a retailer's Facebook page.

With Prestimedia, a brand can host a catalog on the website, on the iPad, and now on the largest social network. With Prestimedia's latest Facebook Version catalog solution, retailers may take advantage of the growing opportunities and market via the social media, while creating an engaging, unique, and simplified shopping experience for their customers. Welcome to pleasurable social commerce!

Over 750 million users already enjoy Facebook for the fun and engaging social experience. Retailers jumped on this opportunity to connect with their audience an informal way and nurture a closer relationship. Jessica London -A Redcats USA brand- released their new catalog as an interactive catalog available on their website for the first time, and in their Facebook page. "We were seduced by Prestimedia's solution with the numerous features, especially the integration with our social media strategy" said Claire Cheyrou, Marketing Director at Jessica London. "With the interactive catalog by Prestimedia, our customers can share their favorite products within the catalog on their Facebook wall or Twitter, and we can share the catalog with our Facebook followers who like to interact in Facebook rather than going on our website." Click [here](#) to see Jessica London catalog on Facebook.

Browsing a catalog within a Facebook page creates a fun and appealing shopping experience, and re-enforces a better, more intimate relationship with the brand in general. "By integrating a catalog into a Facebook page, a brand can communicate and inform clients on product offers in an elegant and engaging manner. The Prestimedia Facebook Version catalog allows brands to utilize their catalogs on the Facebook platform not only to exchange and communicate, but to create a fun, practical and informative experience. This is a great way to engage the conversation with shoppers and get their opinion on the latest products." says Isabelle Ciacchella, head of Prestimedia US office.



Facebook Jessica London

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“Combined with the eprint® shop module of our interactive catalog solution, the Facebook Version catalog helps retailers take advantage of the ‘F-commerce’ by allowing customers to shop directly from the Facebook page, without the unfriendly small web-like product windows,” adds Ciacchella. Businesses can use one piece of content – such as a catalog or a brochure – to engage with prospects on the web, mobile devices, and social medias. The interactive catalog by Prestimedia, also called e-catalog, flipbook or digital catalog, is a perfect tool for brands to enlarge their audience and increase their revenue by being present wherever customers are, and allowing enjoyable and easy shopping. All the features of Prestimedia interactive publications are available on the Facebook Version, including zoom zones, links, and sharing capabilities. Here is an example with a Prestimedia brochure in the Facebook page : click [here](#)

With the “I Love It” feature, Prestimedia allows readers to recommend a particular product on their own Facebook wall, as well as Twitter. A click on the link will open the digital catalog on the right page to view the product. This feature is acclaimed for facilitating products and assisting catalogs in going viral.

Prestimedia also offers companies the option of adding a “Like” button within the interactive catalog interface, to entice catalog browsers to like their Facebook page. Prestimedia’s Facebook Version catalog assists a brand in strengthening the emotional relationship with Facebook community, and in overcoming the difficult task of increasing social media engagement. The simplicity and convenience that come with Prestimedia’s integrating a catalog into company’s page are both invaluable and cost effective.

Whether the content is published in a catalog, brochure, magazine or report, Prestimedia’s interactive publications are available on all media and electronic plaforms: PC and Mac in Flash; all mobile devices including Android, iPhone, and iPad in HTML5; branded iPad apps; and now in an optimized Flash version for Facebook. Prestimedia’s expertise can give brands a greater edge and help companies take social networks and e-commerce by storm, and enter the social commerce era.

To learn more about Prestimedia’s interactive catalog solutions, check our interactive brochure: [Click Here](#)

To learn more about Prestimedia : [Click Here](#)

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Prestimedia is the leader in Europe for interactive catalogs solutions. After 8 years of constant growth, Prestimedia opened the US subsidiary in San Jose, CA, in early 2011. Prestimedia provide a turnkey solution for digital publications such as catalogs, brochures, magazines, annual reports. Prestimedia transforms any PDF in the most engaging flipbook for over 500 customers from Fortune 100 companies to small businesses.