

For Immediate Release



Europe's #1 Interactive Catalog Solution is Now Available to the US Market

Prestimedia Opens U.S. Headquarters in the San Francisco Bay Area



May 25, 2011, San Jose, California— Today Prestimedia, the #1 interactive catalog solution in Europe, announced the opening of their U.S. headquarters in San Jose, California and the availability of their offerings to the U.S. market. Prestimedia is looking to work directly with customers, as well as partner with a wide variety of marketing agencies who want to leverage the latest technology to enhance their services to their clients.

The Prestimedia team has more than 16,000 interactive projects under their belts, built for more than 500 customers. The company's clientele ranges from small businesses to Fortune 500 companies, including well-known brands such as KFC, Staples, Office Depot, Sephora and Toys R US, to name a few.

"As an e-retailer, we're always looking to improve our conversion rate. Prestimedia's interactive catalog is perfectly suited for this," says Chrystal Desproges, e-business manager at Cyrillus, a Redcats Group company that sells ready-to-wear clothing, household linen and home décor. "Their solution allows us to multiply our audience at very low cost per contact. We can not live without it and neither can our customers."

Prestimedia offers 3 solutions to meet the budget and visibility needs of any company: [catalogs on pretimedia website](#)

Premiumbook®: Premium customized solution unlike any other interactive publication.

E.print®: An online custom layout solution with a full range of features.

NANOBOOK®: A terrific cost-conscious solution.

Prestimedia's offerings include **CustomPad®**, a mobile interactive catalog with add-on modules for custom iPad apps. [CustomPad on Prestimedia website](#)

“Our interactive catalogs allow our customers to increase their revenue by increasing distribution through sharing features that connect directly to social networks, and they give our customers the opportunity to increase their average purchase with our ‘eprint shop’ module, a shopping basket completely integrated to the catalog and dynamically linked to the website,” says Isabelle Ciacchella, head of U.S. operations. “Our solutions are widely used for catalogs, but many of our customers use us for interactive annual reports, brochures, magazines and tourism publications because there is so much we can do to make online publications more interesting and engaging.”

Interactive catalogs are often referred to as digital publications, ecatalogs, ebooks, flipbooks or ebrochures, but regardless of what they’re called, the interactive publications from Prestimedia are much more than just flipping pages on a computer screen. They are also well suited for tablet devices and smartphones. Prestimedia’s solutions provide companies with a tool to interact and engage with customers unlike anything else.

To learn more about Prestimedia and their interactive solutions, visit them on the web at <http://www.prestimedia.com/>.

About Prestimedia

Prestimedia was founded in 2003 by Anne Coppel, Marc Vermant and Gauthier Paris. Their goal was to bridge the gap between the beautiful layout options of a paper catalog and the clumsy presentation of the same products online. Francois Michalski joined as a partner in 2009. Today they’re the number