

For Immediate Release



### **Prestimedia launches the integrated shopping in interactive catalogs on iPad**



**July 14<sup>th</sup> 2011, San Jose, California** - Prestimedia is a leader in the creation of interactive catalogs, backed by more than 17,000 interactive catalogs made for the web for larger brands. Today Prestimedia announces the significant evolution of its concept CustomPad dedicated to the tablet devices, primarily the iPad.

Renowned specialist in the transformation of paper catalogs into interactive catalogs, Prestimedia expands its range of advanced features for the iPad with the new "iShop module".

CustomPad already features many modules, including Catalog, Store Locator, Video, Slideshow, Hot Spot, News and Web Content modules.

With the addition of the iShop module, customers can shop directly from the CustomPad catalog application, without navigating between the app and websites.

"The iShop module built into our CustomPad concept offers a new shopping experience: it is fast, fluid, and, above all, pleasurable," says Isabelle Ciacchella, head of Prestimedia Inc. CustomPad is, indeed, very simple and intuitive, which allows one to browse and buy from an iPad catalog from the comfort of one's couch.

Catalogs and iPads are a perfect combination: the growing number of aggregated apps for catalogs on the iPad is a proof. CustomPad takes the experience further with customized branded apps.

"The iPad is a magnificent setting for the communication of our customers; the return image of seduction of the CustomPad brand is significant," said Isabelle. The CustomPad app for the Becquet catalog is a good illustration: [http://www.prestimedia.fr/index.php/en/becquet\\_1/](http://www.prestimedia.fr/index.php/en/becquet_1/)

"We cover all the market needs in the same way we do on the web: from simple information consultation, through the communication between website and catalog with well-placed hotspots, and integrated purchases.

"Critical information such as pricing and product availability is dynamically linked to the website and maintained in real time. It was already exclusively on the web; now it is the same on the iPad," explains Gauthier Paris, co-owner of Prestimedia.

"Our philosophy is to integrate existing elements (PDFs, videos, etc.), and seamlessly interface them so our customers do not have to develop a specific ordering process that would be costly and time-consuming," adds Paris.

In Prestimedia's iShop concept, the retailer's shopping cart and ordering process are used to accommodate the orders generated by the catalog on the iPad.

"This gives our CustomPad projects an unbeatable quality, price, and lead-time; just like the interactive catalog web projects we undertake with an unparalleled return quality," concludes Paris.

For more information about the CustomPad concept, browse the interactive brochure here: [http://www.prestimedia.net/docs/Apps\\_custompad/appli.htm](http://www.prestimedia.net/docs/Apps_custompad/appli.htm)

**About Prestimedia:**

Prestimedia Inc, located in San Jose, CA, is a sister company of Prestimedia, headquartered in France. Prestimedia is the leader for interactive catalogs and is the preferred turn key solution provider for more than 500 customers, from Fortune 500 customers like Office Depot, Staples, Toys "R" Us, Sephora, and many smaller businesses.

Prestimedia's website: <http://www.prestimedia.com/index.php/en/custom-pad-modular/>

**Contacts**

Isabelle Ciacchella

Tel: (408) 621-8589

E-mail: [iciacchella@prestimedia.com](mailto:iciacchella@prestimedia.com)

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