

overstockArt.com CEO to Speak at the 2012 Internet Retailer Mobile Marketing & Commerce Forum

David Sasson will speak at the session “Augmented Reality: Making Mobile Shopping More Than Real” on Tuesday, Oct. 9.

Wichita, Kan. ([PRWEB](#)) September 28, 2012 -- David Sasson, CEO and president of [overstockArt.com](#), will speak at 3:45 p.m. PT on Tuesday, Oct. 9, at Internet Retailer’s 3rd annual [Mobile Marketing & Commerce Forum](#) in San Diego, Calif. Sasson is one of 45 leaders in mobile commerce speaking at the event, being held October 8 – 10. He will be sharing his m-commerce success stories along with leaders from companies including Buy.com, Dell, Dunkin Donuts, Etsy, HSN, InterContinental Hotels Group, Orbitz, Macy’s, PayPal, Rue La La, Sears, ShopNBC.com, Taco Bell, Walgreens, Wine.com and more.

Sasson will be featured in the session “Augmented Reality: Making Mobile Shopping More Than Real.” He will be presenting with Stephanie Pertuit, online marketing manager of [Blinds.com](#). Sasson and Pertuit will speak about the technology and management support needed to develop and operate their augmented reality programs and how it lets mobile shoppers do what they previously could do only in a store – and sometimes not even there.

“Augmented reality allows us to have deeper engagement with our customers and makes shopping for art online a more immersive, experiential and shareable experience,” said Sasson. “Our customers no longer have to wonder what our art will look like on their wall, our augmented reality tool answers that question for them.”

Sasson co-founded overstockArt.com with his wife Stacy and Amit Yaari in 2002. In the past decade Sasson has grown the company from its modest start as a small home-based business to one of the web’s most successful online art galleries with more than 20 employees and offices in three continents. He oversaw the launch of the company’s [overstockArt.com Oil Paintings](#) app, which features the augmented reality tool “View in a Room,” in June 2011 for [iPhone](#), followed by the release of an [Android](#)-compatible version of the app in November 2011 and an [iPad](#)-compatible version in April 2012.

The editors of Internet Retailer asked Sasson to present because of his experience at applying leading-edge marketing technologies to acquire and engage consumers for overstockArt.com.

About overstockArt.com:

Founded in 2002, overstockArt.com is one the web’s leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates [Artist Become \(ArtistBe.com\)](#), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine’s 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list and 2011 and 2012 Second 500 Guides, and was recognized with the STELLAService Seal for excellent customer service. For more information, visit [www.overstockart.com](#)

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