

overstockArt.com Reveals New Innovative Version 6.0 iPad App

The newly designed shopping app allows users to virtually decorate their walls, create customizable art galleries and turn their favorite photos into masterpieces.

Wichita, Kansas ([PRWEB](#)) June 23, 2014 -- [overstockArt.com](#) today unveils its brand new Version 6.0 overstockArt.com Oil Paintings application (app) for the Apple iPad. Users of the app can decorate their walls with its interactive “View in a Room” feature customized for iPad, create personal art galleries and turn their favorite photos into masterpieces. The overstockArt.com Oil Paintings app is available free to download from the [iTunes App Store](#).

The newly designed app is an extension of the gallery’s online store. “We designed the new iPad app to take full advantage of the iPad’s large display, so the user can get a full shopping experience on their device,” said David Sasson, CEO of overstockArt.com. “With iPad traffic accounting for 46 percent of our mobile traffic and 72.5 percent of all mobile revenue coming to the site, we were driven to improve our customer’s experience and build an app that allows our audience to lean back and browse, decorate and shop with ease for our art.”

The full features of the New Version 6.0 overstockArt.com Oil Paintings iPad app include:

Our entire art and artists database is available and on display via the iPad app giving iPad customers the ability to swipe and search through thousands of titles organized by artist, subjects, styles and sizes.

Decorate on-the-go with the “View in a Room” feature. Using the built-in camera, users can take a snapshot of their space and visualize oil paintings hanging on their own wall. This tool is an adaptation of the retailer’s augmented reality web application, “In Room View.”

Create a personal gallery with the new “My Gallery” feature. Select fine art from overstockArt.com’s collection or import images to create a personal gallery.

Turn photos into hand painted art masterpieces with the retailer’s “Turn Photos into Art” service, now available to use directly on the application.

Share images and personal galleries via e-mail, Facebook or save images to your photo gallery.

“We have seen a significant jump in mobile sales for 2014 so far,” Sasson stated. In fact, overstockArt.com reports that in the first quarter of the year Mobile traffic to overstockArt.com has increased by 28 percent, transactions have increased by 15 percent and revenue has increased 20 percent versus the corresponding months in 2013.

“We credit our mobile technologies in part for pushing m-commerce to account for 21 percent of our total sales in 2013,” said Sasson. “I believe that by continuing to create ways to make shopping for our art a unique, personalized and easy process we will see m-commerce accounting for a higher percentage of our sales in 2014.”

The overstockArt.com Oil Paintings iPad app is the latest mobile offering from overstockArt.com. The mobile app for iPhone was released in June 2011 and the mobile app for Android was released in November 2011. An



updated version of the iPhone app was released at the start of this month, it features more paintings and interiors and better navigation between the galleries. To learn more about overstockArt.com's mobile offerings, visit the [overstockArt.com Mobile App Center](#).

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 premier 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, 2011 and 2012 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 <http://www.overstockArt.com>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).