



Decorate On The Go With overstockArt.com's New View Art In Room iPhone App

The New and Innovative Application for Wall Art Decorators Aims to Answer The Age Old Question All Decorators Ask: "Will this look good on my wall?"

Wichita, KS ([PRWEB](#)) June 13, 2011 -- Ever seen an oil painting in a gallery and wondered "How will this art look on my wall?" [overstockArt.com](#), an online art gallery of hand painted art, has developed a new iPhone application aimed to answer this age-old question.

The overstockArt.com View Art in Room iPhone application allows people to browse through the gallery's robust selection of fine art and use the paintings to decorate their walls and share their home redesigns on the go. Using the built-in camera, users can take photos of their space and visualize oil paintings hanging on their own wall. The application then allows users to share these images via e-mail, Facebook, text or Twitter.

"Our new application is breaking down the walls of traditional brick-and-mortar stores by allowing users to gauge how a painting will look like in their space before they purchase it - something they cannot do in their local gallery," said David Sasson, CEO of overstockArt.com. "Now you can buy art for your favorite room without ever having to leave it!"

According to a survey conducted by Adobe Scene7 in February, 62 percent of consumers with web-connected mobile devices have purchased products using their mobile devices. Out of the consumers making mobile purchases, a Forrester Research, Inc. study found that only five percent of them are purchasing home goods.

"We are one of the few online décor retailers investing in creating tools like this to make shopping for art via mobile an empowering and engaging experience," stated Sasson. "We hope to help increase the percentage of consumers shopping for home goods via their mobile devices with this new tool because it makes shopping for art that much easier."

The new and innovative [overstockArt.com View Art in Room](#) application is now available as a free download from the iTunes App Store: <http://itunes.apple.com/app/overstockart-com-oil-paintings/id437614539?mt=8>.

About overstockArt.com:

overstockArt.com is the web's leading distributors of art reproduction oil paintings, with more than 100,000 wall décor combinations to choose from. In business since 2002, the company provides decorating assistance, custom framing and commercial wall decorating services. With an inventory of more than 60,000 paintings in stock at all times, order wait is minimal. The Wichita-based online art gallery was recognized as one of the fastest growing companies in the U.S. in the 2010 Inc. 500|5000 list. 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](#).