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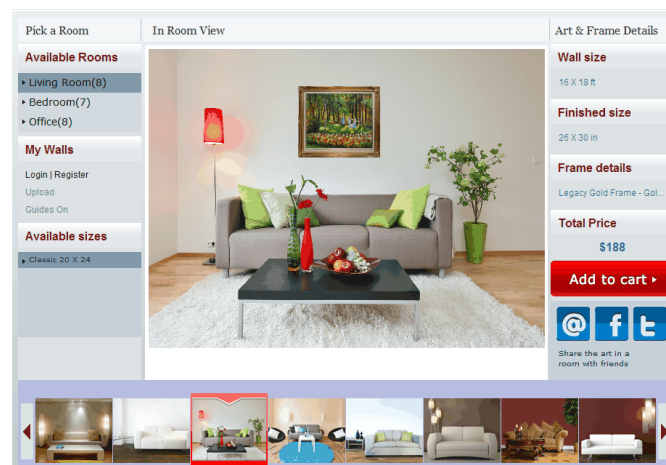
For Immediate Release

overstockArt.com Announces Launch of its Enhanced “In Room View” Web Tool

Consumers can Transform Their Space Virtually with Innovative Augmented Reality Application

Wichita, Kan., March 28, 2012 – The popular online gallery, overstockArt.com, today announced the launch of its enhanced “In Room View” web application. The augmented reality web tool is the next generation version of the original “View in a Room” tool, which first launched in May 2010. This innovative web application makes purchasing art online a personalized and interactive experience, revolutionizing the way people buy wall décor on the web.

“In Room View” is more powerful, faster and more intuitive in terms of usability than its predecessor. It features a more realistic look, with softer colors and improved art ratio. The augmented reality technology allows consumers to superimpose oil paintings from the online gallery on images of walls they have uploaded or provided wall images. Users can manipulate the size of the virtual canvas to see what fits best and try out different framing options as well. Consumers can then share these images with their friends and family via e-mail or their social networks – a unique enhancement that makes purchasing art online a social experience as people enlist their social networks to help them transform their space.



“We have found that people who use the web tool are 10 times more likely to make a purchase than people who do not use the tool,” stated David Sasson, CEO of overstockArt.com. “That being said, we felt the tool was under-used and wanted to make improvements making it even easier for consumers to use ‘In Room View’ to virtually experience the art in their home before purchasing it.”

overstockArt.com has invested heavily in creating a unique experience shopping for art online. “We are one of the few online décor retailers investing in creating tools that bridge the gap between shopping for wall décor at a brick and mortar store and online,” said Sasson. “Purchasing confidence is greatly increased when our customers can use these tools to see exactly what a piece of art from our gallery will look like in their home before buying it – this is something they simply cannot do at their local gallery.”

The “In Room View” technology is also what drives the online gallery’s [iPhone](#) and [Android](#) applications. Now that the web tool has been enhanced, the company is working on updated versions of its mobile applications as well.

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About overstockArt.com:

Founded in 2002, overstockArt.com is one the web’s most successful distributors of wall décor items. With more than 100,000 wall décor combinations to choose from in stock at all times, overstockArt.com has become a

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premier shopping destination for fine art reproductions online. The Wichita, Kan. based online art gallery was named to Inc. Magazine’s 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list and inaugural Second 500 Guide, and was recognized with the STELLAService Seal for excellent customer service. The retailer also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. For more information, visit www.overstockArt.com.