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For Immediate Release:

overstockArt.com Releases New Version of iPhone & iPad Application

The newly updated shopping app gives users higher quality imagery, iOS 9 compatibility, and a real time feed of more artists than ever before.

overstockArt.com is unveiling its brand new Version 6.7 overstockArt.com Oil Paintings application (app) for the Apple iPhone and iPad. The application makes it easy for users to envision their walls being adorned with fine oil paintings, thanks to its “View in a Room” augmented reality feature. One can also curate personal art galleries and submit their own images to be transformed into hand-painted masterpieces. The phone and tablet versions are available as free downloads through the iTunes App Store.

The newly updated app re-emphasizes overstockArt.com’s efforts to make shopping their online store easy, accessible, and fun. “We designed the new iPad and iPhone apps to take full advantage of the screen size and mobility of the platform so the user can get a full shopping experience on their device,” said David Sasson, CEO of overstockArt.com. “With iPad and iPhone traffic accounting for 67 percent of our mobile traffic and 82.5 percent of all mobile revenue, we were driven to improve our customer’s experience on these two devices and build apps that will allow our audience to lean back and browse, decorate, and shop with ease for our art.”

Version 6.7 of the overstockArt.com Oil Paintings iPad & iPhone app includes a number of interesting improvements and features:

Both iPhone and iPad apps are now fully iOS9 compatible, making their full suite of features available on cutting-edge hardware and software.

New artists have been added in this version and the entire selection now updates in real time. Many of the images in the galleries have been upgraded for a richer viewing experience. The entire art and artists database is available and on display via the iPad & iPhone app giving 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 their device’s camera, users can take snapshots of their spaces and visualize oil paintings hanging on their own walls. This tool is an portable re-imagining of the retailer’s augmented reality web application, “In Room View.”

Curate your own gallery with the “My Gallery” feature. Select some of the world’s finest art from overstockArt.com’s collection or even import your own images. Turn those photos into hand painted art masterpieces with the retailer’s “Turn Photos into Art” service. Then share your curatorial and creative endeavors via e-mail, Facebook or save images to your photo gallery.

“We have seen a significant jump in mobile sales for 2015 so far,” Sasson stated. In fact, overstockArt.com reports that in the first quarter of the year Mobile traffic to overstockArt.com increased by 25 percent, transactions increased by 50 percent and revenue increased 33.5 percent versus the corresponding months in 2014.

“We credit our mobile technologies in part for pushing m-commerce to account for 23.5 percent of our total sales in 2014,” 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 2015.”

To learn more about overstockArt.com’s mobile offerings, visit the overstockArt.com Mobile App Center.

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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, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list and 2011, 2012 and 2014 Second 500 Guides, and was recognized with the STELLAService Seal for Elite customer service. For more information, visit <http://www.overstockArt.com>.