Get the full picture
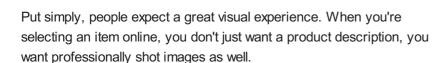
Humans are visual creatures. Think about it, our oldest recorded communication consists of pictures drawn on rocks inside caves. The written word followed tens of thousands of years later.

Digital technology, to be fair, has resulted in a proliferation of text (not all of it 140-character Twitter trivialities by celebrities), but the comparative explosion in images and video is far greater.

What does this imply for companies that sell online?

Put simply, people expect a great visual experience. When you're selecting an item online, you don't just want a product description, you want professionally shot images as well.

The founders of Turnpics are passionate about bringing a more real-life shopping experience to the web. In their opinion, multiple product images clutter the screen, and browsing them involves extra clicks, which increases the possibility of shoppers abandoning the process.

The Turnpics solution is far better - a 360° image that people can rotate themselves, making it as close as possible to actually holding the item. There is also a zoom function for closer inspection. As any bricks and mortar retailer knows, when customers start touching an item, the chance of them making a purchase increases dramatically. Turnpics enables the same dynamic.

Turnpics' single, interactive visual element is set to revolutionise online shopping. Importantly, this is rendered in HTML5, which makes it quick to load on all devices. Using Turnpics' proprietary technology, it is also easy for ecommerce operators to deploy on their sites.

Turnpics' shots can be used as stills or as 360° images on all ecommerce platforms, electronic catalogues or even in product presentations, and are perfectly compatible with all devices: PCs, Macs, Tablets or Smart Phones.

An additional benefit of the Turnpics offering is their Facebook app, which enables businesses to embed 360° images in their Facebook pages, complete with links to ecommerce sites.

Man's artistic skills evolved over time from the stick-like images on cave walls. Get the full picture with Turnpics, where our preference for the visual has come full circle!

www.turnpics.com

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