

# DIGITAL JOURNAL Press Release

## Online Jewelry Retailers that Use 3D Product Display Increase Sales by Hundreds of Percentage Points

*A world leader in 3D Jewelry Animation, Realeyez3d, has now extended their 3D technology product line by incorporating their proprietary RealHD for all their online products.*

TEL AVIV, ISRAEL, March 20, 2011

A world leader in 3D Jewelry Animation, Realeyez3d, has extended their 3D technology product line by incorporating their proprietary RealHD for all their online products.

"It is vital to provide customers with as much visual information about the product as possible. Online consumers are very demanding, and they move on from sites that do not provide them with the quick, accessible information they need to make a purchase," says Ofer Rubin, CEO of [Realeyez3D](#). "The more information you provide, the more likely you are to make a sale, and this is especially true when it comes to luxury items such as jewelry."

VIP Strategic Client Services, Raya Wasser, agrees. "We are very happy to offer customers of online jewelry retailers the ultimate viewing experience through our unique RealHD 3D products, which increase sales by hundreds of percentage points."

### The purchasing experience is vital.

Almost any online merchant benefits from an interesting and interactive purchasing experience, but with luxury goods such as jewelry, that experience is crucial. Bricks-and-mortar stores offer a rich and sensual shopping experience and online retailers need to provide an equally satisfying alternative. The latest and most exciting trend in online jewelry retail comes in the form of 3D display, which allows the customer to see a piece of jewelry from every angle in high definition.

Until recently, most interactions between online retailers and their customers were only two-dimensional. But many customers are reluctant to purchase jewelry over the Internet as they find it difficult to imagine what a piece will look like by looking at pictures. [RealHD™ 3D](#) product display changes all that, allowing the customer to turn the piece around, inspect it from many angles and even see how the piece will look on their body. The realistic "you are there" feel helps galvanize their decision to make a purchase.

Indeed, industry research shows that advances in 3D graphic technology and 3D product display over the past few years have significantly increased sales among early adopters. In this competitive market, jewelry retailers cannot afford to be left behind. "Over the years I have personally seen how my customers have increased their sales by hundreds of percentage points using [Realeyez3D](#) technology, and now we are delighted to see powerful results from our RealHD version," says CEO Ofer Rubin.

### About Realeyez3D

[Realeyez3D](#) is a market leader in the field of online 3D jewelry display that caters mainly to online jewelry stores and uses many of the latest technological advances in online 3D graphic display. [Realeyez3D](#) has dozens of customers worldwide, including such brand names as Carrera & Carrera and Swatch.

With over 15 years experience, Realeyez3d has achieved success by adopting new technologies and staying at the cutting edge. [Realeyez3D](#) is the market leader for our ability to create innovative technologies that significantly enhance the online shopping experience while allowing retailers to implement new advertising technologies at minimum cost.

Contact: [info@realeyez3d.com](mailto:info@realeyez3d.com) [www.realeyez3d.com](http://www.realeyez3d.com) ###