

# Graphics.com

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## **Win/Mac: Image Search and Purchase Now Five Times Faster on Alamy.com**

Alamy (www.alamy.com), a 'one stop shop' for leading and hard-to-find image brands, is re-launching its website with a range of significant enhancements centering on speed and ease of use. The site, already one of the fastest in the business, is now five times faster and can take as little as a quarter of a second to conduct a search and half a second for show a page of 10 images \*.

Alamy added the following features:

- One-click navigation to popular features such as 'zoom view', 'image details', and 'add to cart' to improve accessibility
- Streamlined purchase path so there are now less clicks to buy.
- Larger thumbnails to improve at-a-glance browsing.

The company has also launched the following services for customers:

- An offline interpolation service to increase the resolution of an image without impacting the quality.
- An Image Preview tool that enables customers to review the color of high resolution images in print form before going to press. This offline service is run in conjunction with Xerox.
- Easy Download tool that enables account customers to download high-resolution images at any time.\*\*

James West, CEO of Alamy Images commented, "In a recent customer survey, we found that the things that mattered most to customers - after finding the right image - were speed and ease of use. We've kept these comments uppermost in our minds whilst overhauling the site. As a result, our new search engine is much faster than the previous version. We've also taken pains to ensure purchasing is as smooth and streamlined as possible. In addition, we have introduced a number of new services to make our customers' working lives easier."

The new look Alamy site is the first in a series of releases planned for the next 12 months. Additional product services will also be added to meet customers' changing needs.

\*For those with T1 connections

\*\*This service will only be made available to customers who meet distinct criteria