World's first solution to shop any website

FOR IMMEDIATE RELEASE.

Palo Alto, December 8, 2015; *Piccing (http://www.piccing.com), the leading solution for next-generation social shopping debuted its latest release today, which makes the entire Internet shoppable with a simple click.*

After adding many features as requested by their online community, Piccing rethought the complete experience and has rebuilt and redefined how to shop online. Today's release is built on top of 3 years of intense research and development to be able to deliver the fastest, most effective and easiest way to comparison shop online.

Everyone at some point has seen something they desperately want in an image on the internet, but where to find it, let alone buy it? This problem has now been solved thanks to the expansion of the Piccing experience, with the introduction of a new ubiquitous digital shopping solution.

The Piccing experience has been extended with the "Piccing Browser Button" which, once activated, makes every image shoppable. Shop from your favourite websites, blogs and social platforms, such as Facebook, Twitter, Tumblr, Pinterest and Instagram.

A user can simply click the Picc Icon next to the browser bar, select the object they're interested in, and they'll instantly get product suggestions based on over ten million quality products from hundreds of online stores. Both Piccing's number of stores and available products are constantly increasing, allowing for more and more high quality product matches.

Should a user not want to buy the product on the spot, the picc'd image will still be conveniently stored on their personal Piccing profile. The Piccing platform creates a social shopping experience by giving users the ability to share with fellow followers and friends.

Piccing has created a unique and innovative online shopping experience that, for the first time, will allow users to:

- Shop items from any image from anywhere on the web including social media channels such as Facebook, Twitter, Tumblr, Pinterest and Instagram.
- Instantly find the best available matches for products thanks to Piccing's SmartMATCH technology, which combines algorithmic and user-based methods.
- Get the fastest and most accurate results using Piccing's GuidedFLOW, with auto suggestions of keywords and visual support of shapes.
- Have access to more than 10 million quality products from big brands such as Urban Outfitters, Forever 21, Uniqlo, French Connection and Zappos.

The full "**Ubiquitous Digital Shopping Experience**" is available on Chrome, with other browsers such as Safari, Firefox and Opera available shortly. This release adds an entire new dimension of accessibility to the web by making any image, anywhere, shoppable.

"We are paving the way for the future of online shopping which should be more user centric and social, online retailing will definitely change in the coming years as it has to follow actual trends such as Big Data and the wisdom of the crowd." explains Dirk Spielmann, Piccing founder & CEO.

A press kit with logos, photos and other press elements can be accessed via this link.

About Piccing
Piccing lets you *instantly* shop items from any image online. Whether in your social feed or elsewhere on the web, buy what you see or something like it without leaving that page. On top of instant shopping, Piccing is also a place to find endless inspiration and discover ideas around fashion, travel and lifestyle. Piccing's mobile app (Beta Status) allows you to scroll through millions of already picc'd images and links you directly to where you can buy the items within these images.

Piccing is a privately held company with offices in San Francisco, Zurich, Cape Town, and Hong Kong. Read our blog, follow us on Twitter, Facebook, and Instagram, or learn more at http://www.piccing.com or blog.piccing.com

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