

Piccing Has Been Selected As a Finalist for MTN Business App of the Year Awards 2014.

Piccing's outstanding design and unique concept landed the app a spot in MTN Business App of the Year Awards 2014 Most Innovative App category

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Piccing—an online image-sharing and shopping platform—launched its new, innovative mobile app version with state-of-the-art design and functionality in mid 2014. Both the industry and users have responded positively, and Piccing is very pleased about its recognition as a finalist of the MTN Business App of the Year Awards 2014. The app itself goes beyond the recent emerging trend of mobile online shopping by providing the entire journey, from discovery to purchasing the product on a mobile device, all within a single point of contact.

We're all familiar with the situation of surfing the web and seeing a product in an image that we want but don't know where to get. This is a problem that Piccing has been solving on the desktop for more than 2 years. Users can picc and mark a product they love within an image and instantaneously shop for a particular product, and view suggestions for similar products.

As a result of the team's hard work, which was based on customer feedback as well as the development and incorporation of the latest design and functionality trends, Piccing soft-launched its app in late June 2014. The response to the app has been overwhelming—users love the new experience that Piccing has brought to the mobile world.

'A picture says a thousand words, and we allow users to do a thousand things with one image'

This is the vision of CEO Dirk Spielmann when he talks about Piccing. People can already choose the images they are interested in and add it to the Piccing platform, either via mobile or desktop. This allows the users to purchase and discover anything tagged in the image.

Piccing is evaluating further features based on customer feedback. Tapping into friendsourcing and making the entire experience more social is just one example.

Since the soft launch to a restricted audience, including users from Cape Town, Germany, Switzerland and the United Kingdom, the iPhone app alone has reached top positions within its category. The entire team is excited for a global launch later this year. More information and the download link for the Piccing app can be found here: <http://mobileapp.piccing.com/> .

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Keywords

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