

# PRESS RELEASE

## The new and exclusive Prestimedia: the sharing of Facebook™ in the interactive catalogue: “I love it”

From now on Prestimedia is to integrate and allow the sharing of certain content in its solutions of interactive catalogues e.print® and premiumbook® within a catalogue or an interactive brochure: “I love it”

From now on the user will be able to share certain content on social networking sites (such as Facebook™, Twitter™...).

<http://www.prestimedia.com/index.php/en/highlights-facebook-i-love-it/>

### New uses are appearing

“I love it” allows an Internet user to publish and forward a link on specific content within an interactive catalogue and offer new uses “2.0”.

Imagine, for example, that a young mother wants to give her friends on Facebook™ ideas for presents:

From the interactive catalogue, she will be able to share links for products which will be of interest directly and easily on her own Facebook™ wall...

It will come up with useful links with comments.

This young mother’s friends will then be able to click on Facebook™ and directly access the said product on the double page of the catalogue.

Similarly, along the same lines, you can now, for example:

- share holiday ideas
- share decorating ideas
- share ideas on all sorts of products
- share editorial content

The list of uses is indefinite.

### Advertisers save money

An interactive catalogue, sometimes also called “e-brochure”, “e-catalogue”, “virtual catalogue” is a faithful, interactive reproduction of a paper catalogue on a device, which can be called up on a computer connected to the internet, or a DVD Rom or a USB stick.

Prestimedia® interactive catalogues are equipped with advanced functions rendering the content very interactive.

By having an interactive catalogue, an advertiser can potentially make savings on printing and circulation fees, whilst also looking after the environment.

### Advertisers optimise their referencing

Thanks to “I love it” advertisers are going to be able to develop their netlinking and, by doing so, their referencing and, thus, their popularity.

It's an undeniable plus point.

This new function is of interest to the marketing directors, head of project marketing, communications agency, Web agency.

## Who is Prestimedia?

Established in Marcq en Baroeul (59), leader of the interactive catalogue market, since 2003, boasting 10,250 catalogues realised with a total of more than 550,000 pages, Prestimedia is the provider for more than 450 of the best well-known businesses (Redoute, Lapeyre, Vertbaudet, GRDF, Lagardère...) and also PME and TPE, developing in the B2B environments right up to institutional partners (Regional Councils (*conseils départementaux*), CCI (chamber of commerce and industry)...). "Paper to Web, TOGETHER\*" is Prestimedia's motto, which advocates synergy and coherence between channels of communication when talking about the recipient: the client.  
(\* "Paper to Web, TOGETHER\*" translates into French as "du papier au Web, ENSEMBLE")

Take a look at Prestimedia's website: [www.prestimedia.com](http://www.prestimedia.com)

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