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Today, 18 November 2014, Artprice has launched its latest web and mobile first application covering all its databases in six languages (English, French, Chinese, German, Italian and Spanish).

Also today, Artprice has successfully completed the transfer of all its route servers to one of the USA's main high-security data centers in Virginia, with American I.P. addresses. This move opens the technical and legal path necessary for Artprice's future and for the project of IPO of its American subsidiary Artmarket.com (see press release on this subject).

With its new websites, Artprice has implemented a "100% mobile strategy" to give users easy access to the data they need, whatever their device (smartphone, phablet, tablet) or their operating system (roughly 7,000 different versions all told). Now, for people wishing to access Artprice data, there is no need to download an App, often perceived as dissuasive.

The entire family of new websites has been designed so that clients get access to an optimized version of Artprice with highly intuitive ergonomics.

For its databases and its Standardized Marketplace, Artprice has created a Responsive Web Design (RWD) website that combines different principles and technologies (CSS3 and HTML5 among others). The objective of RWD is to offer clients the most fluid browsing experience with easy reading and navigation.

With RWD, users can consult Artprice from any device (P.C., smartphone, phablet, tablet, TV, etc ...) with the same level of visual comfort, and, on tactile devices, without the need for tiresome horizontal/vertical scrolling or in/out zooming.

For Artprice, "mobile first" is an approach that involves creating ergonomic and intuitive interfaces on mobile devices before designing the desktop architecture, the traditional first step in Internet history. With this approach, Artprice's aim is to substantially enhance its clients' experience.

Today, the commercial domination of mobile Internet (3.1 billion people connected worldwide) is good news for Artprice since its clientele is essentially nomadic, wealthy and wants information "on the move" (at galleries, auction rooms, appraisers, etc.).

By 2015, mobile Internet will represent roughly 90% of Artprice consultations. Already in November 2014 it was nearly 74% (iOS, Android, Windows Phone). This is much higher than the 38% average for commercial websites in the first half of 2014.

Of course, in addition to the 3.1 billion mobile Internet connections, there are also 2.7 billion desktop connections (many of which overlap with the mobile Internet usage).

Artprice believes the new economic model of Mobile Internet is an irreversible evolution.

Moreover, the Internet is attracting a whole new generation of silver surfers (the over-50s...) with substantial purchasing power, who enjoy and consume art, and are already Artprice's primary user category. Going forward, the Internet will be their preferential method for finding art worldwide using tablets and phablets which perfectly fit in with their "senior" lifestyles. For this generation the Personal Computer represented a psychological barrier to Internet access and hence to Artprice.

Recent data show that the 50+ upper socio-professional category connects more to mobile Internet than any other social category or age group. Artprice is therefore perfectly positioned to benefit from this exogenous trend.

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About Artprice:

Artprice is the global leader in art price and art index databanks. It has over 30 million indices and auction results covering more than 550,000 artists around the world. Artprice Images(R) gives unlimited access to the largest Art Market resource in the world: a library of 108 million images or prints of artworks from the year 1700 to the present day, along with comments by Artprice's art historians.

Artprice permanently enriches its databanks with information from 4,500 auctioneers and it publishes a constant flow of art market trends for the world's principal news agencies and approximately 6,300 international press publications. For its 3,200,000 members (members log in), Artprice gives access to ads posted by members. This space represents the world's leading Standardised Marketplace® for buying and selling art. These sales take place under two systems: either fixed price sales or auction-sales (regulated by paragraphs 2 and 3 of Article L 321.3 of the French Code of Commerce).

Artprice is listed on the Euronext Paris SRD L.O. (Euroclear: 7478 - Bloomberg: PRC - Reuters: ARTF)

Press Releases:

http://serveur.serveur.com/press_release/pressreleaseen.htm

The 2013/2014 Contemporary Art Market Report is now online:

<http://imgpublic.artprice.com/pdf/artprice-contemporary-2013-2014-en.pdf>

Discover the Alchemy and the universe of Artprice <http://web.artprice.com/video>, which headquarters are the famous Museum of Contemporary Art, the Abode of Chaos

<http://goo.gl/mwsqp>

<https://vimeo.com/87859684>

<http://twitter.com/artpricedotcom>

<https://www.facebook.com/artpricedotcom>

<http://artmarketinsight.wordpress.com/>

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