

# Loose Diamonds Sparkle in 3D Movies at Jewelry Central

NEW YORK, N.Y., Dec. 2 (SEND2PRESS NEWSWIRE) – The famous engagement rings and [loose diamonds](#) retailer Jewelry Central® has added 3D diamond movies to its Web site to provide a superior visual experience for online shoppers. While viewing a diamond, customers have the option of clicking a button to launch a beautiful video for their viewing pleasure. This brand new feature creates a unique customer experience in time for the holiday season.

To develop this new technology, the company hired a renowned animation studio in Hollywood, California and worked closely with creative artists to produce the most realistic movies on the Web. The goal was to create life-like visual representations of every shape the company sells. Each movie gives an accurate three dimensional view of a diamond and illustrates how the stone interacts with the light as it moves and turns. To achieve this effect, animators worked closely with [Jewelry Central](#) to learn how to best replicate the sparkle and behavior of a genuine gem.

To begin the process, animators built diamond models by reproducing the facet structures and overall proportions of every shape. This was a very time consuming process that required endless revisions and improvements to make sure that every model was perfect. Upon completion of the models, creative artists used cutting-edge CG technology to give color, texture and transparency to each model and bring it to life. The finished movies show how a diamond sparkles as it interacts with the light, and displays dispersion or flashes of color.

Consumers are shopping less in traditional retail stores and buying more online because of the extraordinary values and added convenience. Since people are becoming more comfortable with buying extravagant items on the internet, it is important to make your customer's visual experience as realistic as possible. Instead of seeing a loose diamond at a local retailer, you can shop online and see how it looks from the comfort of your home.

Jewelry Central offers thousands of GIA certified loose diamonds with an easy to use search tool to narrow your selection. You simply cannot look at so many stones in one place at any local dealer. The Web has revolutionized the way that people buy [engagement rings](#) today. Since 1999, the company has delivered an exceptional customer experience in a secure, pleasant and user-friendly environment. It is their commitment to technological innovation and customer service that has made the company so successful.

Buying an engagement ring is an emotional experience and a lifetime investment. To help every customer buy the best possible ring the company provides a comprehensive educational section, and a vast selection of stones and ring settings. Their classic and contemporary styles feature traditional solitaires, three stone rings, and numerous side stone designs. If you don't see the diamond you want on their Web site, Jewelry Central will do a

personal search to find you the perfect stone.

Please visit [www.jewelrycentral.com](http://www.jewelrycentral.com) for more details.

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