

iPhone and iPad Application Lets You View 20,000 Loose Diamonds and 1,000 Stunning Rings

NEW YORK, N.Y., March 1 (SEND2PRESS NEWSWIRE) – James Allen's new [iPhone and iPad application](#) enables you to view more than 20,000 actual diamond photos from the convenience of your mobile device. Using the custom-built Virtual Loupe® feature, the application lets you inspect every single diamond up close, exactly the way a jeweler does. With a simple touch, you can view any diamond's laboratory report and compare prices, no matter where you are.

[James Allen's Diamond App](#) also lets you view more than 1,000 beautiful engagement rings. The exclusive 3HD™ Player feature presents a wide range of engagement rings in a stunning high-definition display. When you find a ring you like, you can instantly connect to their store to get further information, contact customer service, or make a purchase.

The benefits of James Allen's new App are huge: Not only can you peruse a wide selection of loose diamonds, locate their inherent flaws, and know their exact price, but you can also compare prices to make sure you are getting the very best deal – you will never have to purchase a diamond sight unseen.

“At James Allen, we understand a customer must feel 100% confident in what he or she is buying. That's why we work extra hard to make sure what you see is what you get,” says Victoria Feder, Marketing Director at JamesAllen.com. “We're the only site on the Internet that displays over 20,000 actual diamond photos of our inventory, and we're constantly pushing the limits of technology to create new and exciting display technologies that will make your shopping experience better and better. Now you've got an entire jewelry store in the palm of your hand.”

Recently, James Allen was selected by Internet Retailer to be among their Hot 100 e-retailers of 2010. James Allen finds itself in good company, as other distinguished sites that were chosen include Amazon.com, Groupon.com and AmericanApparel.com. Now, with the launch of their new iPhone and iPad application, the online diamond retailer is set to redefine the industry once again.

“We're really excited about our new Diamond App, and we know you'll love it too. We have something very special up our sleeve to celebrate the launch, but we are keeping it a secret – for now. Stay tuned, you won't be disappointed,” added Feder.

To download the FREE James Allen Diamond iPhone & iPad app visit:
<http://itunes.apple.com/us/app/james-allen/id421344396?mt=8> .

For further questions, please contact David Berkovits at marketing@JamesAllen.com or 877-826-9866.

– RSS news feed for James Allen:

<https://send2pressnewswire.com/author/james-allen/feed> .

News issued by: James Allen



Send2Press® Newswire

Original Image: https://send2pressnewswire.com/image/11-0301-jallen_72dpi.jpg

#

Original Story ID: (6735) :: 2011-03-0301-005

Original Keywords: Virtual Loupe, JamesAllen, engagement rings, online jeweler, Victoria Feder, Diamond iPhone App, shop, buy, engaged, marriage, Jewelry and Diamond news, New York business news, fashion, retail James Allen New York New York NEW YORK, N.Y.

Alternate Headline: James Allen's new iPhone and iPad application enables you to view more than 20,000 actual diamond photos

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 01 Mar 2011 19:03:51 +0000