

# Digital Ray Releases Breakthrough Solution: Allowing Older Websites to Support Amazon Payment Systems

LOS ANGELES, Calif., Nov. 16, 2011 (SEND2PRESS NEWSWIRE) – Digital Ray, a [custom web development](#) and search engine optimization (SEO) firm in Los Angeles, California, has developed a solution that enables websites coded in Classic ASP to accept Amazon's e-commerce checkout solution. This is something of a watershed because Amazon Checkout doesn't support Classic ASP; it supports a more modern version of the dynamic language, ASP.NET.

Now, when you consider that there are hundreds of thousands of websites coded in Classic ASP, and that transforming them over to ASP.NET is time-consuming and expensive, the advantage of Digital Ray's newly released amazon developer solution becomes clear. It does not involve conversion of the whole site from Classic ASP to ASP.NET.

Checkout by Amazon is an extremely versatile and efficient cart, something that all e-commerce website owners could benefit from. It includes a one-click checkout, which is statistically proven to increase conversions. Amazon FPS development is a payment solution that ties into the client's website. There are countless store owners who would do well to employ Amazon checkout or Amazon FPS if only it was possible. Well, now it is, and without the expensive upgrade to ASP.NET. For example, one of the prototype websites that Digital Ray worked on was [Sabrina Silver](#). This site was coded in Classic ASP, yet the client wanted Amazon FPS.

The Digital Ray team got to work and figured out how to seamlessly integrate [Classic ASP with Amazon Payments](#). No small feat and quite an accomplishment! Now the site has a fully functioning Amazon FPS. Just how Digital Ray managed to do this?

Project manager of Digital Ray, Sarkis Chakarian, went on record to say, "We have managed to use a bridge between Classic ASP and ASP.NET through the help of the existing database. This is the core breakthrough in our technology. As far as we know, we are the only company that offers this solution. Already the response has been overwhelming and we have numerous Classic ASP e-commerce sites in the process of integrating Amazon Checkout. I would like to stress this option is very affordable and can be completed in relatively short order. If ASP.NET becomes a necessity for any company, Digital Ray will provide them a cost effective solution by bridging ASP.NET with Classic ASP. Again, you won't find any other web development company who provides Amazon payment solutions for a Classic ASP website without converting the whole site to ASP.NET."

Digital Ray has been a featured partner in Amazon payments since 2009 as reported in [Amazon's newsletter](#).

For more information, contact [Digital Ray](#) at (877) 636 6758 or visit:  
<http://www.digitalray.com/> .

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