Segoma Imaging Technologies to Photograph De Beers Diamonds for Online Auctions

NEW YORK, N.Y., Aug. 28, 2013 (SEND2PRESS NEWSWIRE) — Segoma Imaging Technologies, the leader in 360-degree Diamond Display Technology, recently announced they would be photographing large stones for De Beers' online auction website. This partnership marks another landmark for Segoma — they are already photographing Rio Tinto's Argyle Pink Diamonds for their monthly tenders. The images, which are displayed on The Argyle Pink Website, flawlessly capture the exact color of these fancy diamonds.

With almost three hundred customers worldwide, Segoma is quickly setting the standard for diamond photography; dealers and traders frequently demand to "see a Segoma" when they are looking to purchase a particular diamond.

Regarding the partnership with De Beers, Limor Rosner, Israeli Sales Manager, says: "Segoma is able to precisely capture the color, shape and clarity of our diamonds, and now customers can experience the beauty of these stones from the comfort of their iPad or personal computer."

Segoma was founded in 2012 with the goal of redefining the way diamonds are traded. After a lengthy period of research and development, Segoma successfully built an innovative technology to quickly photograph and remotely display any diamond in 360-degrees. Segoma's diamond images accurately capture the scintillation, shape, cut, color, clarity and beauty of a diamond. As a result, diamond manufacturers, dealers and retailers can now present their diamond inventories in a way that was never before possible.

"People in the diamond industry are buying and selling based upon seeing the actual diamond, but there's a better way. In order to truly understand a particular diamond, you need to be able to examine it from every angle. Having the diamond in your hand is good, but our images are better and more convenient," says Tomer Salvi, Director of Marketing at Segoma.

Earlier this year, Segoma partnered with JamesAllen.com, a leading online diamond retailer, to display all their diamonds with the Segoma 360-degree HD technology.

"Since we started using the Segoma images, we've seen amazing results. Our customers love having the ability to see a diamond in 360 degrees, and our on-call diamond experts love having this tool available to help customers find the perfect diamond," says David Berkovits, Director of Marketing at JamesAllen.com.

Segoma is now working on its next generation Diamond Display Technology, which they intend to introduce later this year.

For more details, please see http://segoma.com/ and
http://www.debeersauctionsales.com/.

* Photo 72dpi: Send2Press.com/wire/images/13-0828-FancyPinkLoose_400x300.jpg

* Caption: Segoma Imaging Technology — Fancy Color Argyle Pink Diamond.

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Original Image:
https://www.send2press.com/wire/images/13-0828-FancyPinkLoose_400x300.jpg

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