

New Digicambuyer.co.uk goes live!

Imagine Publishing's camera comparison website receives improved functionality and a whole new look

Digicambuyer.co.uk, the website of *Digital Camera Essentials* magazine, has received a dramatic redesign to allow for quicker and easier access as well as a powerful, simple-to-use search and comparison engine.

With hundreds of reviews to call on from the pages of *Digital Camera Essentials*, which is approaching its 90th issue, **Digicambuyer.co.uk** aims to present the consumer with the best possible advice on their next digital camera purchase, as well as giving direct links to trusted retail websites via Pricegrabber. Up to four cameras can be compared on specifications, intended usage and review ratings, giving the user an immediate, on-screen method of weighing up the best model.



Digicambuyer.co.uk also offers a plethora of features, tutorials and accessories reviews as well as the latest photography news. The redesign of the website has been a collaborative process between both the editorial team and interactive department within Imagine Publishing, completely rebuilding the previous site to better cater to the increasing needs of the prosumer looking for impartial buying advice.

“Dedicated to helping our readers find the right kit, the Digicambuyer team have been hard at work making sure all the latest camera, lens and peripheral reviews are available free online,” said Editor in Chief, Debbi Allen. “**Digicambuyer.co.uk** is designed to be intuitive to use and allow visitors to compare up to four expert reviews, side by side. Coupled with new technology like the Apple iPhone, this means users can check camera reviews and be sure of expert, up-to-the-minute advice on the go.”

Head of Digital Projects (Online), Ben Spencer, added: “We are extremely happy with the decision to relaunch and have completely redeveloped the site in-house. The Interactive team has produced an extremely user-friendly and feature-packed site, making it one of the top camera review websites on the web.”

“The relaunched **Digicambuyer.co.uk** site reflects the brand values of our print offering, *Digital Camera Essentials*, and is a fantastic digital platform for our advertisers to engage with their target audience,” commented James Hanslip, Head of Sales.

Imagine Publishing
01202 586200
www.digicambuyer.co.uk

Ben Spencer
Head of Digital
Projects (Online)