

A QUEBEC COMPANY DEVELOPING THE FIRST INTERACTIVE 3D VIRTUAL MALL

Montreal, Tuesday, 4 February 2014 – Thrace Graphistes Conseil, a Quebec company based in the Montreal area, is in the final phase of developing the first interactive 3D virtual mall. AVASTORES, which will be officially launched in September of 2014, will offer a new experience of socialization and consumption presented completely in immersive 3D.

AVASTORES will allow users to have a true existence in a virtual environment where they will be able to socialize, meet, share, shop alone or in groups, and, most importantly, discover the unexpected.



Concretely, AVASTORES will include:

- A shopping center comprised of diverse boutiques where it will be possible to shop in either an interactive or more traditional mode;
- Five networks for client target groups that will allow for the development of a strong sense of belonging (heterosexual, underground, lesbian, gay, or religious clients);
- Several online services (ex. Video-chat, yoga, and more.).

Live interaction with consumers

By creating a shopping mall in the heart of a virtual world populated by avatars, the designers of AVASTORES offer, for half the price of a transactional website, a site guaranteed to have continual traffic of potential consumers.

“In addition to being an actual shopping mall, AVASTORES will permit users to live a fun, intellectual, and rewarding experience, stresses designer Stéphane Martin. Users will be able to view products using several innovative ways of shopping designed to promote informed and hassle-free transactions.”

Users can register now on the site **avastores.com** to receive invitations to be among the first to live the AVASTORES experience, launching September 15th, 2014.

ABOUT THRACE GRAPHISTES CONSEIL

Thrace Graphistes Conseils is a graphic design and photography house that has evolved over the last 28 years in this world where communication has become digital and viral.

Today, with more than 40 designers, developers, and programmers, Thrace has developed an expertise that allows clients to distinguish themselves in an increasingly competitive world.

AVASTORES.COM

THRACE.CA



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