

PHILLIPS de PURY & COMPANY CONTINUE TRADITION FOR INNOVATION WITH LAUNCH OF EXCLUSIVE PINPOINT VISUALISATION EXHIBITA PRO TECHNOLOGY

FOR IMMEDIATE RELEASE

London – Phillips de Pury & Company is proud to announce the launch of Exhibita Pro, its new cutting-edge virtual technology developed exclusively with Pinpoint Visualisation, to offer clients a service currently unique in the art world.

“We are thrilled to give our clients the chance to wander through our auctions, previews and exhibitions in both London and New York thanks to new technology developed by Pinpoint Visualisation.” Simon de Pury, Chairman Phillips de Pury & Company.

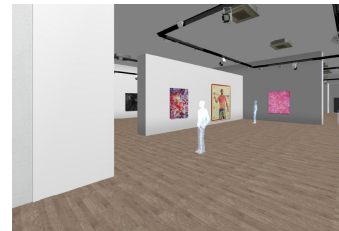
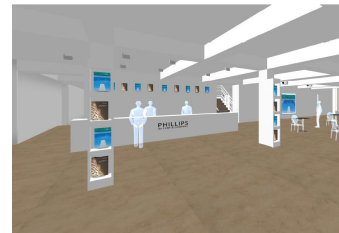
In keeping with Phillips de Pury & Company's reputation as a taste maker in contemporary society, this interactive software is at the forefront of technological innovation and enables the user, curator and collector, to access Phillips de Pury & Company's award winning exhibition spaces from anywhere in the world. With the click of a mouse, the user can navigate Phillips de Pury & Company's curated exhibitions of upcoming sales and exhibitions and at the same time gain access to Phillips de Pury & Company's expertise as if he or she were physically present within the gallery walls.

The software is a breakthrough for curators who are able to additionally benefit from in-depth curatorial planning with simple user interface and content management and the benefit of dimensions, scales and wall maps being easily displayed. The system dramatically reduces the time taken to design and layout exhibitions (hours instead of days) with significant operational cost savings and minimised damage risk from 'right first time' layout process. Clients will be able to additionally click on the image of an artwork and connect to the relevant specialist, receive condition reports and any other key information regarding the work including registering and bidding.

"Our collaboration with Phillips de Pury has been fundamental in taking Exhibita Pro from a ground breaking new technology into a breakthrough industry focused product. Their input, insight and vision have helped us create a system that will provide previously unobtainable benefits to Galleries and Museums the world over." John-Paul Flack, Head of Business Development, Pinpoint Visualisation.

Phillips de Pury & Company

Founded in London in 1796, Phillips de Pury & Company is widely acknowledged as one of the three leading international auction houses and is the only major auction house to concentrate on contemporary art and culture. The Company has enjoyed immense success in the global marketplace as a result of its focus.



PHILLIPS de PURY & COMPANY

Phillips de Pury & Company is universally acclaimed for the quality of its visual presentation in catalogues and pre-sale exhibitions, its creative marketing activities and the pioneering vision of its Chairman, Simon de Pury, and his team in identifying new collecting trends and setting numerous auction records. Phillips de Pury is recognized as the contemporary culture tastemaker.

Please visit the link below for a virtual tour of Phillips de Pury & Company's London premises:

<http://phillipsdeputy.com/video-player.aspx>

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