

Your Own App Store & More...

30th July 2013, Jupiter, Florida, USA - DropSwitch launch new service offering anyone the ability to securely sell their digital products and create their own customized app store. Developers are able to create and deliver digital products to literally anyone they wish to sell them - even if they don't have a website. Resellers are able to create their own Download App (or App Store) to sell these downloads in many innovative ways, exactly as they wish. DropSwitch is a social commerce service that 'puts digital products into a box' to make them eminently tradable.

"Now there's an alternative to just listing your products on an app store like anyone can, then hoping for the best. DropSwitch allows you can create one for yourself that anyone else can use to promote and sell your products. You have the opportunity to stand out rather than get swallowed up. The emphasis is completely different." - Matt Wilkinson, Founder

More details: No one doubts the days of physical software products are numbered, everything is moving inevitably towards digital downloads. Despite the obvious advantages, this transition offers significant challenges and choices for software developers, distributors and resellers alike. At DropSwitch we believe the traditional business 'ecosystem' still has a lot to offer. If software was only available through a limited number of congested channels the World will be a far poorer place for everyone. This is our defining motive in creating a system to allow anyone to create and trade products digitally - to create opportunities and encourage diversity for the benefit of consumers.

Many major players have realized the advantages of using an app environment to sell digitally. However all these systems, whilst having their own undeniable strengths, are inevitably 'walled gardens', ruled over by their creators. DropSwitch offers literally anyone on the internet the opportunity to create an App Store of their own, where they make the rules, quickly and easily. They build their 'channel' the way they want, selecting products and how they're presented in their download app. Developers upload their product information and the two work together 'socially' just as they already do - only now with all the additional advantages offered by digital products. Instant shipping at zero cost, no money tied up in stock, no stock logistics to worry and everything happens in real-time. However DropSwitch is built to offer users many more additional benefits too.

DropSwitch is the result of three years of intensive development and consultation between pioneers in various diverse roles throughout the World orchestrated by Matthew Wilkinson from our Florida HQ. Although the service is only now being made public there are already users who have started to beta test the system intensively behind the scenes, ready to launch their DropSwitch-powered Download Apps soon. We also plan to appoint partners in different markets and geographical territories to promote our service.

The key concept behind DropSwitch is to keep things simple. Just concentrate on the key tasks of creating and delivering digital products in a 'common market' shared by developers and resellers. Removing technical barriers, being extremely flexible and leaving all the business part for the participants to decide as they wish, off-line, nothing is dictated to them. DropSwitch technology can be supplied to users in a variety of ways to suit their requirements. It can be seamlessly incorporated into any existing e-commerce service to allow integration of developers' digital products into resellers' sales channels with the minimum of effort, essential to maximize agility and flexibility.

DropSwitch is a constantly evolving business tool rather than simply a service. The significant thing will be what businesses are now able to do for themselves using DropSwitch, rather than DropSwitch itself.

More details, resources and quotes available from dropswitch.com/PRESSRELEASE1/



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About Us DropSwitch offer an extremely agile, scalable and flexible service to empower businesses. We offer an integrated range of specially-created tools to sell effectively, now and into the future. A constantly evolving system built on our core values. Promoting diversity, opportunity and ingenuity to make the marketplace a better place for consumers and developers alike.