



Case Study

ELFA AB founded 1945 is a stock-keeping distributor of electronic components with a range tailored to the professional electronics user.

Partner Solutions

One of the customers that have chosen to use Inzomia technology today is ELFA, one of northern Europe's largest distributors of electronic components.

The ELFA website is a dynamically generated website that pulls its images from a database. In less than one weeks time the ELFA site had been updated with the Inzomia technology. High resolution Jpeg and Lurawave images were added with the Inzomia users in mind.

"Today 25% of our corporation's turnover, which total over 600 million SEK come from our 6 websites, and we have seen an approximately 15% increase of Internet sales compared to the preceding year" says Lennarth Engman, Division Manager Electronic Commerce at ELFA. "I feel that Inzomia adds something to the user that you can find in our stores i.e. the obvious 'getting a closer look' at something" Lennarth continues. "That we have had over 20 000 downloads so far of the Inzomia plug-in goes to show that the interest is very high from our technically oriented customers" Lennarth concludes. <http://www.elfa.se>

About the Inzomia technology

Inzomia can offer the Internet users of today the capability to examine and collect all the information that can be found in an image. With Inzomia you can quickly add zoomable pictures and script behaviors to your applications. Use Inzomia to display your Jpeg or PNG pictures transparently. Most importantly, users that choose to not install the Plug-in are not left out in the cold. They will still see their standard Jpeg images.

Inzomia represents a totally new way for companies to offer their products and brands on the Internet. Furthermore Inzomia has the capability to compress images in Wavelet format, which makes it possible for end-users with slow Internet connections to view images of several hundred kilobytes in just a few seconds.

There are also several utilities and time saving functions, both for the end-user as for the Web developers. Users notice shorter download time, images that can be viewed in full screen and static images that can become animations. With the release of Zoom Studio 2, developers can now create their Inzomia sites faster and easier than ever before. Create your galleries and Inzomify your site with the click of a single button.

About Inzomia

Inzomia is a software development company based in Stockholm. *"The idea behind Inzomia has always been to put the interactivity in the users hands" says the company CEO Magnus Stjerna. "Now thanks to Inzomia a vast amount of possibilities for companies that wish to deliver interactive images can be fulfilled"*

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