



## **Neon Stingray Offers Google Commerce Search to Drive Online Sales and Improve Consumer Shopping Experience in Australia**

**Sydney, July 7 2010** - Neon Stingray, the cloud computing specialist, has today announced its appointment by Google as one of two local resellers to offer Google Commerce Search in Australia.

Launched in Australia today, Google Commerce Search helps retailers improve the online shopping experience for consumers. Commerce Search lets site visitors browse, navigate, and search in the way they're used to with Google web search, with familiar features like spelling correction and Google Suggest.

As one of two Google Commerce Search resellers appointed in Australia, Neon Stingray has a strong background in delivering e-commerce projects to premium brands. Neon Stingray will help Australian retailers achieve greater engagement with online shoppers by introducing a familiar search and browse sales process based on Commerce Search.

"Consumers are already very comfortable with the ease of using Google Search for information, so it's a logical extension to offer this during the online shopping experience," said Chris Flintoft, Chief Executive Officer at Neon Stingray. "We expect e-tailers to get on board rapidly with Commerce Search given the impressive results seen in other mature international markets."

Google Commerce Search includes browsing and navigation modes; filters for attributes like price, category and brand; user-friendly spelling and synonym options; and the ability to run promotions for particular products. It can be set up in a matter of days.

For further information, please visit [www.neonstingray.com](http://www.neonstingray.com).

### **About Neon Stingray**

Neon Stingray is a specialist digital services company working at the forefront of the evolving social, mobile and 3-D internet.



With extensive global experience in both Consumer Digital Media and Enterprise 2.0 environments, Neon Stingray has a deep understanding of the critical success factors for digital projects to drive ROI for blue chip organisations.

Neon Stingray is privately held with offices in Sydney and Stockholm.

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