

## **SiSTeR Technologies Released the EZ360 Platform**

*SiSTeR announced the first disruptive technology for picture-taking and publication for automotive retailers in more than 15 years.*

Dallas, Texas ([PRWEB](#)) January 15, 2016 -- SiSTeR Technologies, the premier provider of automated video production for automotive retailers, announced today that it released a wall-to-wall platform for capturing pictures and rich media for the automotive industry that is better, faster and cheaper than any other existing solution.

Automotive dealers rely heavily on production and publication of high quality pictures of their vehicles since most buyers start their shopping process online. Until a few years ago, most dealers took actual pictures of their used inventory only and relied on stock photos for new inventory. However, that trend was recently reversed when it became known that vehicles with actual pictures get five times more click-through to the VDP (vehicle detail page) than vehicles with stock photos. In other words - a dealer has to attract 5x the number of potential buyers for vehicles without actual pictures.

“Our customers asked us to help solve their concerns regarding the quality, coverage, time to market and cost of capturing/publishing pictures,” says Israel Alpert, founder and president of SiSTeR Technologies. “We spent eight months studying the problems and existing solutions just to discover that the source of the problem is in the underlined technology that hasn’t changed since the late 20th century. Dealer must upload their pictures to a central server for distribution to websites and third party lead providers through FTP and data feeds. Fundamentally, that is the same as copying data to a floppy disk and shipping it overnight. In fact, in many cases, the distribution to all end points takes more time than FedExing!”

EZ360 solves the problem by separating the pictures from the data. The pictures are taken using a portable device (such as an Android camera, tablet or smartphone) that already has the inventory on it. The device instantly uploads media to the Amazon S3 cloud-based storage system that is managed by a lightning fast, non-SQL data retrieval system built on Elastic Search. The system treats every vehicle as a separate document which contains all the required information and media. This approach eliminates all mistakes and delays associated with data feeds by fetching the media directly to the users’ browser and mobile device in less than two milliseconds.

“Once we solved the main challenges, we concentrated on increasing sales results by adding attention grabbing content to the pictures,” said Mr. Alpert. “Such content, that takes less than two minutes to produce, includes a 360 virtual tours of the vehicle’s interior and vehicle video. If the dealer has a turntable, then a full motion video and exterior 360 spin of the vehicle are produced by the system, as well.”

At the core of EZ360 is an Android app (PixZero) that the users download from the Google Play store onto an Android cell phone, tablet or camera. The entire inventory is then downloaded onto the device in less than three minutes. Just select the vehicle, point and shoot - PixZero does the rest. The content is instantly published on the dealer’s website and it is syndicated to all other providers using their existing systems. No special integration or code change is required.

EZ360 also offers a turnkey photo booth solution that includes professional lighting, wall-to-wall light diffuser, computer, monitors, portable control center and a heavy-duty turntable at a cost that is 30% less than any other

providers,” says Mr. Alpert. “We are the only provider in the marketplace who can deliver a complete solution within 10 days from order starting at under \$20,000.”

“When we realized that our shoppers were motivated by actual pictures vs. stock, we were faced with a daunting cost and process issue. As one of the largest Ford dealers in the nation with hundreds of vehicles in inventory we could not afford to settle on low quality pictures taken outside. The fact that the vast majority of our sales are heavy duty large vehicles made the task even more challenging,” says Jim Roberts, Marketing Director at Rich Ford of Albuquerque, New Mexico. “At first we were skeptical when Israel claimed that a single photographer can cover our entire inventory by easily producing dozens of pictures, a 360 virtual tour, a 360 spin and full-motion video for 20-30 vehicles a day, but we are now winning with high-quality pictures and rich media that are instantly published on our Jazel Auto and Ford Direct websites.”

#### About Rich Ford

Rich Ford of Albuquerque NM, with almost a 1,000 vehicle in inventory and dozens of service bays is one of the largest Ford dealers in the USA. Our mission, since we were founded more than 50 years ago, is to make sure every one of our customers receives the care and assistance they deserve when looking to buy a new vehicle, and receives the best price - which is why we work with a vast array of lending sources to ensure that we find the best fit for you, so you can drive away in the car or truck you’ve always wanted. We know that once you’ve found the vehicle that puts a twinkle in your eye, settling for something else just won’t feel the same. Which is why we use all of our resources to get you what you want.

#### About SiSTeR Technologies

Founded in 2003, SiSTeR Technologies has been leading the industry with innovation, excellence, cost reduction, and impressive ROI for over a decade.

In 2006, SiSTeR launched the first Pic2Vid process, which created the entire 'Pictures To Video' with voice-over industry that today produces a video for almost every of the 40,000,000 + vehicles sold in the USA every year. In 2008, SiSTeR becomes the first to upload such video clips to YouTube and capture top search results on Google.

In 2011, SiSTeR Technologies received a US patent for fully automated video rendering and publishing.

Since 2014, SiSTeR is revamping the entire automotive pictures taking and rich media capturing industry by eliminating the delays, costs and mistakes associated with the data feeds. No more Stock Pictures! No more redundant efforts and save the cost of taking pictures over 60% of the new cars inventory

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