

Flipboard expands into personal shopping catalogs

November 11 2013

Personal magazine creator Flipboard is expanding into shopping catalogs just in time for the holiday shopping season.

A tool released Monday will allow Flipboard users to display their gift wish lists and highlight their favorite products in a catalog-like format. The digital catalogs include links so the products can be purchased by anyone browsing through the selections on Flipboard's application for Apple Inc.'s iPhone and iPad, as well as mobile devices running on Google Inc.'s Android operating system.

Several merchants and websites, including Gap Inc.'s Banana Republic and eBay Inc., are distributing Flipboard catalogs.

Flipboard's expansion into electronic commerce comes seven months after the Palo Alto, Calif., startup began to allow people to put together digital magazines on their favorite topics.

Many of those magazines include digital ads.

© 2013 The Associated Press. All rights reserved.

Citation: Flipboard expands into personal shopping catalogs (2013, November 11) retrieved 25 April 2024 from <https://phys.org/news/2013-11-flipboard-personal.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.