

# Bluegrass Digital develops an engaging iPad application for the spree EDIT

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Bluegrass Digital was recently tasked with creating an interactive iPad app for [spree.co.za](#) to showcase and extend the ten curated designer items on offer at their Design Indaba stand.



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The spree iPad application's primary objective was to allow visitors to the spree stand to interact and engage with the designer's product content which is available when shopping online at the spree website. The app featured the spree EDIT, the specifically curated selection of ten items all by local designers and available in spree's first pop-up shop at Design Indaba.

The iPad app features images and video content for each product and access to each item was through an easy-to-use tiled design which, when touched, revealed more details on each item including 'why buy' and 'designer bios'. Users could also toggle between full-screen editorial or product images and video.

The app was well received by the event attendees and visitors to the spree EDIT stand found the app a useful extension to the designer products showcased.

## Key features and functionality:

- iPad 3+ compatible.
- The app was designed to be updatable by [spree.co.za](#) via a CMS with new content for future events.
- The app is scalable and can cater for an unlimited number of items to be added in the CMS and showcased.
- Native iOS video player.
- Interactive image gallery.
- Page flip/transitioning functionality.

## About Bluegrass Digital:

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in Cape Town and Johannesburg, our highly-skilled team

offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centered on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

As one of the pioneering digital agencies in South Africa, we have many years of experience in the industry and can deal with just about any challenge presented to us. We understand that each client and every project is unique, and we ensure that we take the time to thoroughly understand you and your business, align with your strategic objectives and develop a strong working relationship.

[www.bluegrassdigital.com](http://www.bluegrassdigital.com)

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