

# PRESS RELEASE

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## Venus Jewel Launches An App



Venus Jewel launched its app at JCK Las Vegas, where the company also served as the sponsor of the show's WiFi.

**Las Vegas--For those who source diamonds from solitaire supplier Venus Jewel, there's now an app for that.**

**At the recently concluded JCK show in Las Vegas, the Mumbai-based diamond company announced the launch of a mobile app for retailers, diamond buyers and jewelry manufacturers.**

**Available for both iOS and Android, the app has all the features of VenusJewel.com, such as: bid functionality, the ability to purchase diamonds anywhere and to view future availability, complete traceability for all diamonds from rough to planning to polished, the ability to compare diamonds side by side and to find a matched pair, and the ability to email/message others details of all the diamonds in the app.**

**In addition, the app has a voice recognition feature. Customers can speak to search the diamond inventory; they don't have to type in anything.**

**"In a time when everything from business to planning vacations is done via smartphones, it was natural for us to answer the demand and create a truly global app with instant search, confirmation and live shipment status of diamonds," said Venus Jewel partner Rajesh Shah. "The mobile app offers unprecedented access to real-time pricing, diamond comparison and instant allocation of diamonds at a swipe."**

**VENUS ARCHIVE**