

<http://www.pocket-lint.com/news/5558/dabscom-launches-dabstv-product-videos>

Retailer dabs.com launches dabs.tv for product videos

See a product in action before buying

by Amber Maitland published on 16 November 2006

Online electronic retailer dabs.com has launched a dedicated site for showcasing all of their product videos.

Dabs.tv features streaming video clips of a variety of products. The videos show every angle of the device, with a voice over explaining the functions of it.

They could be hugely useful to check out before you buy a product, as they give a good idea of scale and show you more than just the glossy press shot.

Videos are available for search through category, manufacturer, or a combinations; you can also search by name.

Some of the clips also offer a 360 viewing option, as well as the ability to zoom in to check out the detail.

Dabs.com was acquired by BT earlier this year, and offers a variety of IT and technical products.

"Whilst our website has included dabs.tv video content or some time, our new virtual library gives visitors a fresh way to browser our product range that is more engaging than every before."

