



OpticsPlanet.com, Dvor.com Enter the Mobile Tech World With Two New Shopping Apps

For Immediate Release

OpticsPlanet.com and Dvor.com Debut Top-Rated Mobile Apps

OpticsPlanet, Dvor Launch Online Shopping App on Apple Play Store and Google Play Store

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Recognized as one of the world's leading online retailers, OpticsPlanet, Inc. is diving into the tech world by launching two phone and tablet shopping apps for OpticsPlanet.com and Dvor.com. OpticsPlanet, Inc.'s ability to continue strong growth is what separates this company from its' competitive counterparts.

To remain at the forefront of online retail technologies, both apps were exclusively created and developed in-house. Offered to iPhone and Android users respectively, both OpticsPlanet and Dvor apps provide easy, sleek and user-friendly interfaces that provide simplified shopping experiences.

Many consumer reviews for both apps cite the efficiency of the mobile app shopping experience to wanting to buy more product. Efficiency in both apps translate to higher revenue for both OpticsPlanet, Inc. and manufacturers.

As a flagship store, customer experience remains the focus of OpticsPlanet.com. The OpticsPlanet app is no different.

"We want to make sure the user enjoys our new on-the-go shopping experience without sacrificing the OpticsPlanet quality they know and love," says Yelena Cina, Director of Marketing for OpticsPlanet, Inc.

Consumers seem to agree. By rating the app 4.5 stars out of 5 on both Apple and Google Play stores, respectively. The OpticsPlanet.com shopping experience successfully translates smoothly to the mobile app.

A couple highlights of the OpticsPlanet app provides is, where applicable, promo and coupon codes directly on the product pages. When clicked these codes are automatically copied and can be pasted in the shopping cart. Also, if a consumer is ready to make a purchase and needs additional product support before checking out the shopping cart features a "Need Help?" button. One click on the button and a window pops up with various ways to reach a customer service representative for any questions or concerns. Or if a customer is not ready to make the purchase he or she can save the product in their shopping cart for later. Or share the saved item with someone for future purchase.

As the world's first members only store devoted to gear, Dvor.com provides an interesting concept to limited-time offers. Dvor provides a limited-time purchase, member-only but free-to-join shopping experience with everyday savings up to 70% off on top brand name gear.

Maintaining a perfect 5-star app rating, the Dvor app from the initial log-in, provides shoppers with a clear focus on special offers and expert picks, while also displaying when a sale ends within the

next days, hours or minutes. The checkout process is smooth and is all on one screen. It even allows you to apply Dvor Bucks or store credits that were given from previous purchases and friend invites.

Both apps never shy away from its' focus on [deals](#), [popular categories](#), and [popular brands](#). Similar to the online websites of [OpticsPlanet.com](#) and [Dvor.com](#), these apps focus on making sure the customer receives the best shopping experience, products and pricing.

OpticsPlanet and Dvor for iPhone or Android are both free to download as well as ad free. OpticsPlanet Inc, has developed two apps that focus more on the consumer's needs than the needs of the company. These apps will not disappoint loyal customers and will make new customers out of consumers.

[Download OpticsPlanet for iPhone](#)

[Download OpticsPlanet for Android](#)

[Download Dvor for iPhone](#)

[Download Dvor for Android](#)

About OpticsPlanet

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation and devoted to their service. Currently offering over 1,000,000 items from over 2,700 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2016, the company was recognized for the 10th straight year by Internet Retailer Magazine as one of the top 200 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by Inc. Magazine as one of the top 5,000 fastest growing companies in the country.

Other stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, Dvor.com– the world's first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com and LabPlanet.com.

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