

## PRESS RELEASE

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### **An exciting month for auctions: i-bidder.com leads internet bidding at established classic car auctions**

Coys, Barons, Historics of Brooklands, H & H, Silverstone & Channons auctioneers are all using i-bidder.com's live auction facility for their forthcoming May & June sales. Buyers will be able to browse online catalogues and participate in the auction from anywhere in the world.

The advantage of bidding online is clear: instead of having to attend an auction to place a bid, bidders can now log on from anywhere in the world and take part in the bidding process as it happens.

Highlights from i-bidder.com's previous classic car sales have included; H&H's December auction, selling a 1964 Aston Martin DB5 online for £130,000 and Historics at Brooklands selling a 1958 Mercedes-Benz online for £61,000. Registered bidders for i-bidder.com span over 50 countries.

*Live bidding applet:*

The screenshot shows a web-based bidding interface for a classic car. On the left, a panel displays 'Lot 1287' with a photo of a red Jaguar XJS 4.0 Coupe. Below the photo, the text reads 'Jaguar XJS 4.0 Coupe.' and 'Fair warning - About to sell' in red, followed by 'Internet Bid 1,800 GBP'. At the bottom of this panel are buttons for 'Logout', 'Audio Available', and a speaker icon. On the right, a 'Live Video' section shows a larger photo of the same car. Below the video is a green 'Video On' button and an orange 'Close' button. The top left of the interface shows the 'H & H' logo.

# i-bidder.com

i-bidder.com provides audio as well as a reliable live video stream. A fully illustrated online catalogue for each auction will be available on i-bidder.com in advance of each sale. During the sales, internet bidders can hear and see the auction in real time. Online buyers will hear their bids being relayed directly to the auctioneer via i-bidder.com's live audio feed.

Richard Lewis of i-bidder.com commented: "We're very excited about the forthcoming classic car sales. We attract buyers from around the World; Internet bidding will allow them to participate in the auction without having to travel thousands of miles. i-bidder.com's interface gives internet bidders a real sense of the atmosphere of the auction, without being there in person."

## **For more information, contact:**

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## **Notes to editors:**

### **ATG Media Ltd – owners of i-bidder.com**

ATG Media is the European leader in online portals and live bidding for auctioneers. ATG Media has hosted over 12,000 auction catalogues and in excess of 4,000 live auctions online of which 1,900 took place in 2010.

In addition to i-bidder.com, ATG Media created the-saleroom.com, the key portal for art and antiques auctions which in 2010 hosted 3,162 catalogues and 1,208 live auctions and sold £20m online. ATG Media manages bidspotter.co.uk (the US's leading industrial auction site) and powers lot-tissimo.com (Germany's leading fine art and antique auction portal). AT Media has a strategic partnership with epai.hk (China's first online auction portal).

ATG Media has 40 years experience in bringing auctioneers and buyers together via the Antiques Trade Gazette - the bible of the art and antiques trade. The weekly Antiques Trade Gazette continues to thrive having experienced significant increases in advertising volumes and paid circulation in 2010.