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the-saleroom.com

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Finding unique vintage collectibles and fine antiques is now even easier thanks to the recently re-launched site www.the-saleroom.com. The site brings together over 400 established UK and international auction houses, such as Christie's, Dreweatts, Woolley & Wallis, Duke's and Lawrences of Crewkerne enabling visitors to **browse hundreds of catalogues and over 80,000 lots** at any one time. In addition, **live internet auctions** are held by many of the auction houses on the site so that bids can be placed as if the buyer were in the room.

The auctions on the-saleroom.com offer a vast range of antique and vintage goods; from collectibles such as toy cars, fashion and memorabilia to the world's finest antique furniture, jewellery, coins, silver and art. There are bargains to be snapped up at £10 as well as high-end sought after pieces going under the hammer in excess of £100,000.

Auctions often take place during the week. the-saleroom.com lets you bid online so you can buy at auction from the comfort of your own home or office without having to travel to the auction. For those who have never attended an auction before, the-saleroom is a simple and easy way to get started.

Whether a buyer is looking for something specific or perhaps simply browsing, the-saleroom.com offers a huge choice. For the avid collector, there is an 'Auction Alert' feed which notifies the user as soon as an item of interest is listed. Another useful tool is the online 'Price Guide' which enables you to research the potential value of items. Both the novice and the more experienced buyer find the-saleroom.com **easy to navigate and informative**.

the-saleroom.com has become an established way of buying vintage collectibles and antiques. The site now webcasts 1,100 auctions annually. When an auction is live on the-saleroom.com, almost a quarter of the lots are sold online. And the-saleroom.com attracts over **120,000 unique visitors per month** with continued growth in traffic. In the last year, the site has published over **3,000 catalogues with a staggering two million lots** listed. And there has been a **65% increase in the number of live internet auctions year on year**.

Richard Lewis of ATG Media says, "Our new version of the-saleroom.com is even more user-friendly than before; helping both the young and older generations to place informed bids with established bricks and mortar auction houses."



The screenshot displays the 'Golding Young & Co.' auction interface. On the left, 'Lot 1142' features a photograph of a gold bracelet and a detailed description: 'A 9ct gold double curb link watch chain bracelet, with attached gold guinea (soldered), total weight 51.6g.' Below the description, a red 'Fair warning - About to sell' banner is visible, followed by the current 'Internet Bid 500 GBP' and a 'Bid 510 GBP' button. At the bottom left are 'Logout' and 'Audio is on' controls. On the right, a 'Live Video' window shows an auctioneer at a desk with a 'GOLDING YOUNG' sign. Below the video are 'Video On' and 'Close' buttons.

Live bidding in action on www.the-saleroom.com

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