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**Digital Sublimation Connects with eBay to Discuss Innovative
Use of Rich Internet Applications with eBay Desktop**

WEST LAFAYETTE, Ind. — Alan Lewis, Product Manager for eBay Desktop, met with the Digital Sublimation team on Feb. 10 to discuss the emerging technologies used to develop eBay Desktop. Lewis and his team researched a variety of rich-internet application platforms, including Microsoft .NET, Turbo Lister, and other traditional software development platforms before deciding to proceed with Adobe Integrated Runtime (AIR). Lewis stated “we already had a web application, we weren’t looking to recreate it and with AIR we have been very happy.”

Lewis provided the Digital Sublimation team interesting feedback that directly relates to Computer Graphics Technology students through his description of how he had to structure his team to build the AIR application; he stated “with AIR you have to structure a team where designers are proficient with development and developers are proficient with design.” On the topic of feedback received from the eBay Desktop application, Lewis mentioned that “people have a large sense of ownership and a stronger emotional connection. It builds more trust and commitment from users through a more personalized experience.” Lewis has eagerly agreed to keep the communication channels open and to serve as a resource to Digital Sublimation.

Digital Sublimation is an interactive multimedia company based in West Lafayette, Indiana and is focused on providing quality solutions to our customers through the advances of technology. Founded in 2008, the services Digital Sublimation offers are geared to assist companies to create new mediums of communication through interactive applications.

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