Mobile Shopping Made Easier and Faster with Innovative Barcode Scanning and Advanced Voice-Recognition Platform

ALISO VIEJO, Calif., /PRNewswire/ -- Leading online retailer Buy.com® recently launched its new app for Apple iPhone® and iPod® Touch. Using innovative barcode technology and the world's most advanced voice-recognition platform from MeMeMe, Inc., the Buy.com app makes mobile shopping easier and faster than ever before.

Last-minute holiday shoppers scrambling at busy stores can utilize the app to scan product barcodes and confirm if a better deal is available at Buy.com. In addition, they can use voice search to pull up product information from Buy.com – freeing them to multitask while on the go. With Buy.com's new iPhone app, consumers also will be able to:

* Price-compare and purchase nearly 9 million products from third-party retailers, via the extensive Buy.com Marketplace

* View product reviews and thousands of BuyTV videos, directly on product pages and via their own video browse pages

* Readily access Buy.com's "Top Sellers," the "Deal of the Day," "Weekly Specials" and "What's Shakin" lists.

Within just the first few weeks of its beta introduction this holiday season, the Buy.com iPhone app has already reached nearly 20,000 downloads.

"By making it simpler and faster to shop on-the-go, consumers can take advantage of our deals from anywhere – and make better decisions even when standing in the aisle of a brick-and-mortar store," said Neel Grover, CEO and president of Buy.com.

MeMeMe's speech recognition is implemented in a state-of-the-art utility computing center that provides the best available scale, speed, and reliability. Providing one of the most accurate speech recognition experiences on the market, MeMeMe delivers 5 to 10 times greater speech recognition accuracy for any user, on any device, and in the future will automatically adjust over time to the voice characteristics of the user.

The Buy.com iPhone app is available for download now in the Apple App Store.

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