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VivaTerra leverages Syndeca™ platform to improve eCatalog shopping experience.

San Rafael CA., October 22nd, 2009 — [Synapse Group](#), a leading provider of interactive services and innovative technology, announced that VivaTerra, an eco-friendly retailer and purveyor of beautifully crafted green goods, is leveraging the Agency's Syndeca™ Platform to provide a next-generation online edition of the company's holiday print catalog.

Syndeca, a proven next-generation social marketing and rich media platform, extends the life, reach and effectiveness of print publications to the online channel. Syndeca enhances the multi-channel strategy by enabling integrated product sharing, embedded video, one-to-one personalization and integrated ecommerce within the online publication

The [VivaTerra Holiday eCatalog](#) shines with an enhanced user-centric design and completely branded user interface. To further enhance the user experience, the catalog's promotions and pricing are kept up-to-date with real-time dynamic data integrated directly with the VivaTerra eCommerce platform.

"To support our emphasis on sustainable, artisan design, it was important for VivaTerra to deliver a distinctive online catalog that offers an enriched shopping experience to our valued customers. We needed a partner who understood our core principles, and Synapse Group was the ideal choice," said Bonnie Dahan, VivaTerra's founder and brand steward.

"We're extremely proud to be working with VivaTerra, a leader in green business and social responsibility. VivaTerra has tasked Synapse with pushing the creative and technology envelope to meet their goal of delivering an enhanced customer experience online. By leveraging Syndeca's real-time data and sharing capabilities we are able to meet that challenge" said Zach Saltzberg, Synapse Group Founder and Creative Director.

About Synapse Group

Synapse Group is a multi-discipline Interactive Agency and Software Development firm founded in 2001 that is focused on delivering ROI through technological innovation and inspired design. For more information on their advanced publishing platform Syndeca, visit <http://www.syndeca.com>

About VivaTerra

Since it was founded in 2004, VivaTerra has been dedicated to beautiful design that's eco, of course. The company offers exceptional artisan goods for the home and women's accessories.

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