

# Hipstar commits to VisualHip Technology from LexisNexis Visualfiles

As further evidence of the market cementing its preparations for the launch of HIPs, Hipstar has this week committed to deliver several thousand HIPs a month using the VisualHip platform from LexisNexis Visualfiles. This announcement reflects both parties' agreement of terms for the delivery of major HIP volumes.

Hipstar and LexisNexis Visualfiles have been working together for the last eight months to tailor a solution that integrates with Hipstar's web-based ordering system in order to meet its considerable business ambition.

The Hipstar web-based ordering is focussed on the diverse requirements of estate agency users and provides a flexible solution which enables agents to control the whole HIP production process.

Referring to the agreement, Mark Higgins, IT Director at Hipstar said, "We originally reviewed all the technology options in the market and it quickly became clear to us that if we wanted an application that we could use to build competitive advantage, we needed the flexibility that LexisNexis Visualfiles offers." He continued, "We have now committed to the volumes we expect to deliver in the early months which has assisted in confirming our own pricing which we will be announcing shortly."

For LexisNexis Visualfiles, the agreement with Hipstar is a welcome addition to its expanding portfolio of live HIP clients. "Clients using our demonstration platform are now moving into production mode and making commercial commitments that reflect their market confidence," commented Mark Armstrong, Chief Sales Officer at LexisNexis Visualfiles.

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