



## Inventors of Dealer Video Showroom to Speak at Digital Dealer 20

*Inventors of the Dealer Video Showroom, an interactive video platform loaded with over 4,000 video test drives, will be conducting a seminar focused upon how to maximize the effectiveness of video in speeding the car purchasing process at Digital Dealer 20 in Orlando on Wednesday morning, January 20th. WheelsTV CTO Collin Davis, and President Lehel Reeves will conduct the session and will be present in booth #725 at the show January 19-21.*

Acton, Massachusetts. ([PRWEB](#)) January 14, 2016 -- On Wednesday, January 20, two co-inventors of an entirely new, interactive video-based method to shop for a car online will be speaking at the Digital Dealer 20 Conference and Exhibition in Orlando, Florida.

Collin Davis, CTO of WheelsTV and Lehel Reeves, its president, will host a presentation that shows dealers how to use the latest video technology within their websites and CRM software to boost sales and build customer loyalty.

Online automotive commerce has evolved very little since its inception in the dial-up days of the early 1990's. But now, interactive video technology is taking the car shopping and purchasing process into the 21st century.

In their compelling presentation, Mr. Davis and Mr. Reeves will show dealership decision-makers how to best use today's video technology to help interested consumers go from initial consideration to purchase more quickly and more enjoyably. Dealers will discover how to receive far more responses from Internet leads and how to use video to dramatically boost sales.

This information-packed seminar will also focus on the key takeaways from Google Insights' recent Digital Drives Auto Shopping report. This valuable study examines how video delivers a vastly more [engaging car shopping experience](#) and how new and used car dealerships can best deploy it to help the consumer find the right car for them at the dealership.

ROI is the name of the game when deploying Internet sales tools. With this in mind, Collin and Lehel will provide valuable insights on how to effectively harness the immense power of online video to build customer loyalty, set more appointments and generate many more sales.

Collin has also been asked to do a presentation of the Dealer Video Showroom at Digital Dealer 20's Tech Tank on Tuesday, January 19th. The Tech Tank will take place in the Digital Dealer Keynote Hall during the lunch and will feature 10-minute presentations of new products as selected in advance by Digital Dealer.

Each presentation will include a company introduction, new product presentation, and Q&A from a Dealership Panel also on stage. The dealership audience will vote for the most innovative product. The winner will be announced before the conclusion of the 20th Digital Dealer Conference & Expo.

Video is converting the car shopping process from a dreaded task to an enjoyable and valuable form of entertainment. Video car shopping saves time, money and aggravation for the consumer while streamlining the sales process for the car dealer.

Collin Davis and Lehel Reeves will also be on hand at the Dealer Video Showroom Booth #725 along with co-



inventor and CEO Jim Barisano for the three days of Digital Dealer 20, January 19-21. They can be reached at info(at)DealerVideoShowroom(dot)com or by calling 978-264-4333.

About WheelsTV: Automotive Networks Corporation, d/b/a WheelsTV, is a media technology company that creates and distributes cutting-edge interactive video platforms and original automotive content for all screens. Patent-pending products include the Digital Video Showroom and iDrive Interactive Video Player. Original content includes 1onOne Plus new car video test drives, New2U used car test drives and POV Reviews, covering generations of used vehicles. WheelsTV is dedicated to making Internet commerce easier and more enjoyable through interactive video technology.



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