

Sidestep is an app that lets fans skip merchandise lines at concerts

Published on 06/11/14

New York based Sidestep LLC today announces Sidestep 2.0, an update to their popular namesake for iPhone, iPad and iPod touch devices. Sidestep lets fans browse and buy concert merchandise before, during, and after the show for either pickup or delivery. A fan can now view what an artist is selling at concerts and have the ability to pre-order items and pick them up at the show in an expedited line. A fan may also have their order shipped home.

New York, New York - Sidestep LLC today is thrilled to announce the release and immediate availability of Sidestep 2.0, an update to their popular namesake for iPhone, iPad and iPod touch devices. Sidestep lets fans browse and buy concert merchandise before, during, and after the show for either pickup or delivery. A fan can now view what an artist is selling at concerts and have the ability to pre-order items and pick them up at the show in an expedited line. A fan may also have their order shipped home.

With Sidestep, you can now avoid long lines and take comfort in knowing your order is
w
e
signed artist. Once at the concert, the fan opens the app and shows a unique barcode to a Sidestep vendor for scanning to complete the order.

Sidestep offers exclusive offerings to users, flash sales that change daily, and artist throwback items from past tours. A user can receive push notifications when an artist they follow has any concert updates and have the ability to track their orders all within the app. Payment and shipping information is also stored for seamless transactions.

The initial release of Sidestep was a great opportunity to listen to users and make the experience even better. Version 2.0 introduces a complete makeover and adds key features that everyone will love:

- * Entirely new design and flow
- * Ability to skip signing up right away and get right to browsing the app
- * Store your payment and shipping information for seamless shopping and easy checkout
- * Barcode to present at show to quickly scan and confirm your order
- * We added more sections to shop such as Shop Now, Today's Sales, Sidestep Exclusives, and Throwbacks
- * Link your Twitter and Facebook to Sidestep to share your purchases with your friends
- * Keep track of all your Pickup and Delivery orders in the new 'Order Tracking' section of the app, which will store estimated arrival times and your - barcodes for the shows you're attending
- * Favorite artists and receive important updates from them via push notifications

"A photograph is a memory taken by the heart. You keep them in a box, tucked safely in your wallet, or hanging on the shelf for everyone to see. You look at these memories from time to time because they make you smile," explained Eric Jones, founder of Sidestep LLC. The merchandise you get at the concert represents the same thing. A t-shirt from the show is a tangible memory and no different from a photograph. You take these items and wear them proudly. When you grow too big, you put them in your dresser; never do you throw them away. These tangible memories offered at the concert are a constant reminder of the night you felt alive. When the music took over. When you fell in love with sound, beauty, and the people around you. We work day in and day out to make these memories more accessible by offering a merchandise booth that's open 24-7. No longer should you wait in long lines or miss even a second of the concert. The end-to-end experience is now in your control."

No more long lines, running out of your item or size, or missing any of the special moments by having to leave your seat or position in the front row. Sidestep is also assisting artists and the music industry by extending sales, promotions, and providing unique customer insights that were previously unattainable.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 7.0 or later
- * 12.8 MB

Pricing and Availability:

Sidestep 2.0 is Free and available worldwide exclusively through the App Store in the Music category.

Sidestep 2.0:

<http://www.sidestepapp.com>

Download from iTunes:

<https://itunes.apple.com/app/sidestep/id710660884>

Screenshot 1:

<http://a3.mzstatic.com/us/r30/Purple4/v4/8a/5f/8b/8a5f8b64-7972-c246-22cb-3f72d1f30897/screen480x480.jpeg>

Screenshot 2:

<http://a3.mzstatic.com/us/r30/Purple4/v4/a0/9a/09/a09a095d-882a-1e3d-fb6f-4394fc6b9690/screen480x480.jpeg>

App Icon:

<http://a1.mzstatic.com/us/r30/Purple4/v4/7b/ca/9d/7bca9d96-e1c3-a43b-d642-4827413b64dc/mzl.ciyjuvyg.175x175-75.jpg>

Sidestep LLC is a small team comprised of music lovers, merchandise experts, savvy designers, tech geeks, and people that just get it. Their goal is to create an interactive experience that bridges fan to artist and memories to a t-shirt in the easiest way imaginable. That's why they do what we do at Sidestep. All Material and Software (C) Copyright 2014 Sidestep LLC. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

###

Eric Jones
Founder
7033807074

eric@sidestepapp.com

Link To Article: <https://prmac.com/release-id-68353.htm>
