

How does it work?



Figure 1: An ad-tag serves wrapper to waiting site, then calls the Flash file (SWF) containing the ad content from a LCE server.

Figure 2: Customer shops within the banner by adding items to cart.

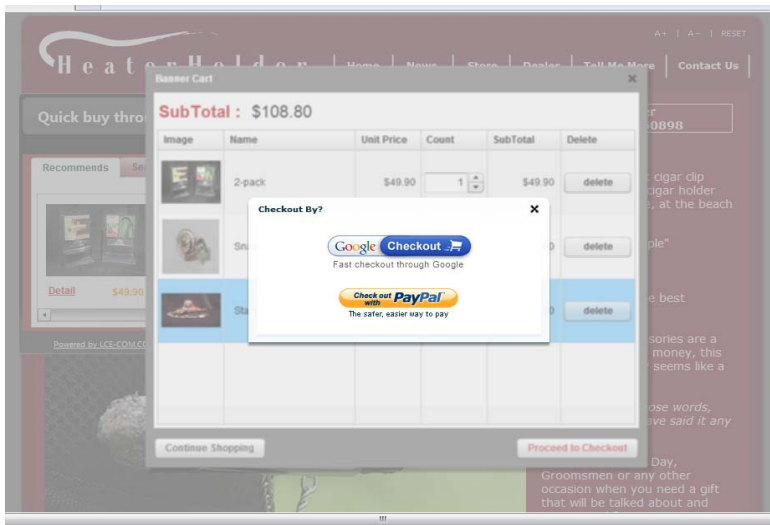
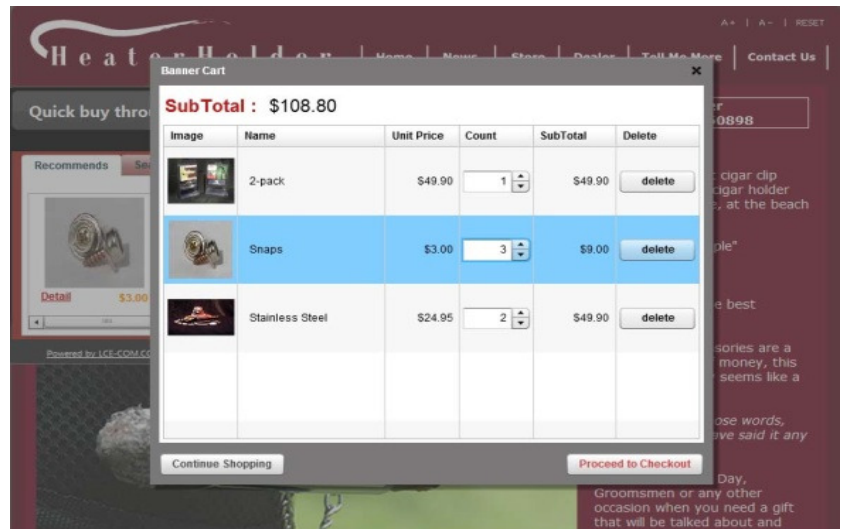


Figure 3: Payment method is chosen, transaction completed and customer returned to original position.