



Dabs.com: Windows 7 sales outstrip Vista

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E-tailer claims Windows 7's first-month sales were 6,000 per cent up on Vista's.

First-month sales of Windows 7 were 6,000 per cent higher than those reported for its predecessor, Vista, at online retailer **dabs.com**.

The firm's figures also revealed that the Home Edition of Microsoft's latest operating system was the most popular with buyers.

Dabs.com, which was acquired by BT for £30m in 2007, has attributed Windows 7's high sales to the marketing materials supplied by online content producer Flixmedia.tv.

Michelle Helme, head of online marketing at dabs.com, said: "Consumers had all the information they needed about Windows 7 at their fingertips, from product videos on Dabs TV to essential facts about which version of the operating system was right for them."

Scott Lester, chief executive of Flixmedia.tv, said: "We were able to automate content direct to dabs.com at the moment the product was added to the web site.

He added: "World-class e-tailers offer as much information as they can so that consumers have everything they need to make informed decisions, just as they would if they were standing in a high street store with a staff member next to them offering advice."