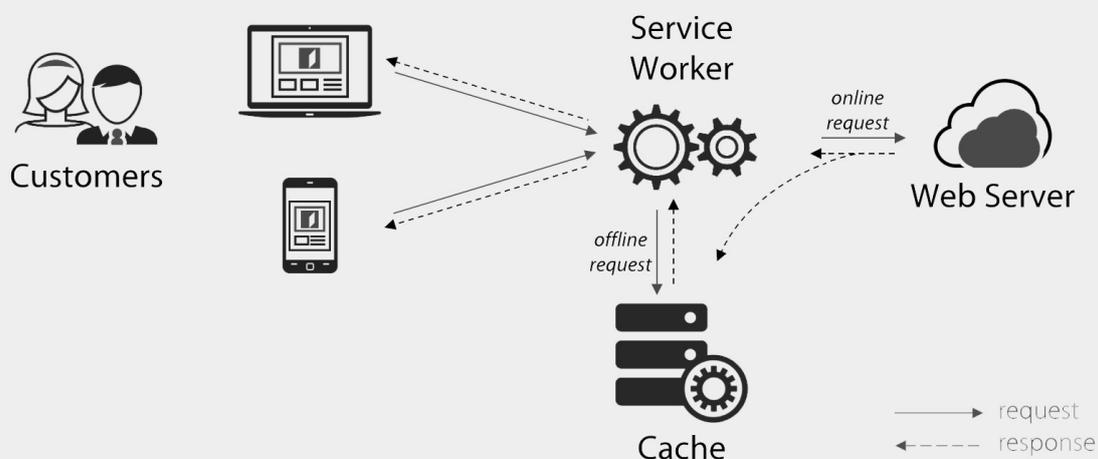# Intershop Progressive Web Application

With the new Intershop Progressive Web Application (PWA), Intershop is setting a new standard in online commerce.

In our "mobile first" world, more and more people are using mobile Internet—and mobile websites are rising in the search engine rankings. As a result, many online shop operators require a mobile version of their e-commerce website in addition to a native app. Intershop Progressive Web Application offers the perfect symbiosis of responsive web design and mobile app. It is accessible via a URL like a regular website, plus it has many of the features of a native app.

In addition, Intershop PWA provides all the benefits of a single-page application. Consisting of a single HTML document, it uses JavaScript to dynamically load new content rather than having to reload the entire page. As a result, the load speed is significantly faster.

Intershop PWA allows a JavaScript file called a "service worker" to be registered in the user's browser. The net effect is the same as if the application were installed in the browser. The service worker manages synchronization in the background and controls the network requests. It allows page content to be cached so it doesn't have to be reloaded for each new user interaction. After content has been loaded once, it can be reopened from the cache when the device is offline or the network connection is poor. As a result, Intershop PWA is notably superior to conventional online shops in terms of data volume, page-load speed, and user experience.

Our Angular-based PWA Blueprint Store provides a flexible basis for implementing powerful and customizable commerce concepts as part of a digital project. **The Intershop PWA has a four-week release cycle, with new features being added on an ongoing basis.**