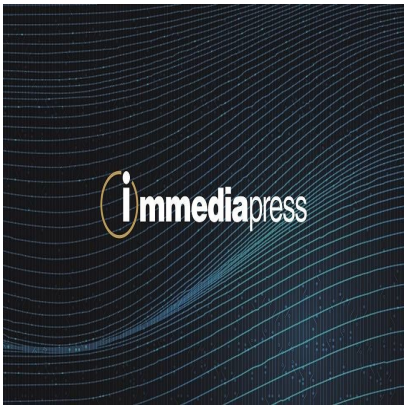

Evolution and Reinvention: Zoomex Brand Upgrade Redefines Transparent Trading

Descrizione

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COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

VICTORIA, Seychelles, March 12, 2026 /PRNewswire/ â?? Cryptocurrency trading platform Zoomex has announced the completion of a comprehensive upgrade to the brand visual identity and interaction experience (UI/UX) of its mobile app ecosystem. This iteration represents not only a leap in product aesthetics, but also a deeper digital reflection of Zoomexâ??s core brand values â?? â??Simple â?¢ Easy â?¢ Fastâ?• and the principles of â??Fair â?¢ Just â?¢ Transparentâ?•.

Since its establishment in 2021, Zoomex has accumulated more than 3 million users across 35 countries and regions worldwide and provides over 700 trading pairs. At a critical moment when the crypto market is moving toward greater professionalism and regulatory compliance, Zoomex has chosen to further strengthen its leadership as a globally trusted trading gateway through the reinvention of its product language.

Reconstructing Visual DNA: The Symbiosis of Professionalism and TransparencyThe core of this upgrade lies in a deep refinement of the brandâ??s visual DNA. The Zoomex team has systematically redesigned the appâ??s overall color scheme, UIKit style, and typography system.

Brighter Brand Colors, Stronger RecognitionThe new UI enhances Zoomexâ??s iconic brand colors. While maintaining financial-grade rigor, it introduces greater technological dynamism and the sense of motion associated with the Web3 era. This color scheme provides excellent readability under various lighting conditions, effectively reducing visual fatigue for high-frequency traders.

Card-Based Layout and Visual Breathing SpaceThe homepage and asset pages now fully adopt a card-based design. This structure not only optimizes the information hierarchy and highlights core financial data, but also increases the interfaceâ??s â??breathing space,â?• leaving flexible room for future customizable modules.

Professional-Grade Icon RedesignFor the homepage and main tab icons, Zoomex adopted a more refined professional design language. Instead of excessive decoration, the design focuses on precision and restraint in line work, establishing a stable and reliable trading experience.

Transparent Transaction Flow: Making Every Asset Visible and Controllable

In the Web3 world, transparency is the foundation of trust. Through this upgrade, Zoomex has transformed the abstract principle of â??transparent tradingâ?• into a highly intuitive user experience.

In the critical first-deposit process, Zoomex has restructured the workflow logic. New users can participate more intuitively in newcomer reward campaigns. More importantly, the deposit pathway now includes multi-dimensional real-time status feedback. Through integration with the high-performance matching engine, users can track the flow of their funds at any time. This â??deterministicâ?• interaction design is a direct embodiment of Zoomexâ??s commitment to fairness, justice, and transparency.

Performance Advancement: Trading System Upgrade for Millisecond-Level Control

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Following the visual upgrade, Zoomex will launch a major trading page update later this month:

Brand Cross-Sector Resonance: Racing Spirit and the Gatekeeper Philosophy

As the official partner of the TGR Haas F1 Team, Zoomex aligns its product development with the demanding standards of motorsports â?? speed, precision, and strict rule execution. The upgrade of the appâ??s color scheme and typography is essentially designed to provide users with decision-making clarity comparable to an F1 dashboard even in extremely volatile markets.

At the same time, Zoomexâ??s exclusive global partnership with world-class goalkeeper Emiliano MartÃnez is further reflected in the brandâ??s visual language. MartÃnez represents stability, discipline, and professionalism â?? qualities that have been internalized into the product design as a â??security foundation.â?• Together with regulatory licenses obtained from multiple jurisdictions such as the U.S. NFA, MSB, Australiaâ??s AUSTRAC, and security audits by Hacken, Zoomex is building a trading environment that is robust both technologically and perceptually.

In Simplicity, Witness the Power of Transparency

â??We believe the best technology should be invisible, and the best trust should be visible,â?• said the head of Zoomexâ??s brand team.

From the underlying efficiency of the high-performance matching engine to the surface-level interaction defined by â??Simple Ã? Easy Ã? Fast,â?• Zoomex remains committed to eliminating information asymmetry and allowing every user to share in the growth opportunities of the global crypto market under a fair and transparent system.

ABOUT ZOOMEX

Founded in 2021, Zoomex is a global cryptocurrency trading platform with over 3 million users across more than 35 countries and regions, offering 700+ trading pairs. Guided by its core values of â??Simple Ã? User-Friendly Ã? Fast,â?• Zoomex is also committed to the principles of fairness, integrity, and

transparency, delivering a high-performance, low-barrier, and trustworthy trading experience.

Download the Zoomex App

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Data di creazione
Marzo 12, 2026
Autore
redazione