

FOR IMMEDIATE RELEASE

Heritage Auction Galleries Switches to LiquidPixels® Dynamic Imaging

World's largest collectibles auction house delivers superior Rich Media experience

DALLAS, TX, AND ROCHESTER, NY – (PRWEB) – November 3, 2008 – LiquidPixels, Inc. and Heritage Auctions, Inc. are pleased to announce Heritage Auctions' adoption of LiquiFire® Dynamic Imaging Solutions on their award-winning Web site, www.HA.com. Heritage Auction Galleries is the world's largest auctioneer of collectibles, and is the world's third largest auction house.

Heritage launched its first Web site in 1997; Web sales and auctions now average over \$25,000,000 each month and are a significant profit center for Heritage. Heritage's image-rich site is a multiple recipient of Forbes Magazine's Best of the Web recognition and, in 2008, was once again awarded the Numismatic Literary Guild's Best Dealer Web Site.

"At Heritage, we are the only numismatic auction house that combines traditional floor sales with interactive Internet bidding," says Paul Minshull, COO for the Heritage companies and affiliates. "It is critical that our bidders be provided a detailed visual confirmation of items prior to purchase. The Pan-and-Zoom capability we offer with LiquiFire is worlds ahead of other tools – a tremendous improvement for us. Collectors can examine an item at levels of magnification similar to that they would use for in-person inspection. Product stability and support, as well as the feature depth and breadth of their offerings, make LiquidPixels an ideal partner for our IT Web team."

LiquidPixels' CEO, Steve Kristy, was pleased to learn that customers in Heritage's online forums were discussing the changeover to LiquidPixels, "We can detail the technical strengths and ease of use characteristics of our products, but in the end, Internet sales are all about turning a shopper into a buyer. When customers are able to better visualize a product, the results are measured in dollars."

The next steps for Heritage Auction Galleries will be to apply LiquiFire's capabilities to create a next generation online catalog. In addition to US, world, and ancient coins, Heritage Auction Galleries deals in decorative and fine art, autographs, comics and comic art, currency, entertainment memorabilia, historical collections, jewelry and timepieces, movie posters, pop culture items, sports collectibles, and stamps.

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of advanced Dynamic Imaging solutions. Premium brand companies utilize LiquidPixels as their Dynamic Imaging Partner for Personalized Products, Customized eMail, Product Configurators, Interactive Zoom, Automated Imaging and Print Production. Built on open standards, LiquiFire seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquiFire is available as a hosted service or via fully-supported, on-site, enterprise server appliances providing the broadest offering of features and infinite scalability with tailored solutions for customers having unique needs. A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, please visit www.liquidpixels.com.

About Heritage Auction Galleries

Heritage Auction Galleries is the world's third largest auction house, and by far the largest auctioneer of rare collectibles, with annual sales over \$600 million, and 400,000+ registered online bidder members. For more information about Heritage's auctions, and to join and gain access to a complete record of prices realized, along with full-color, enlargeable photos of each lot, please visit www.HA.com.

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LiquidPixels' LiquiFire is covered by patent 7,109,985. Other patents pending.