



FOR IMMEDIATE RELEASE

LiquidPixels LiquiFire Finalist for 2012 MITX Innovation Awards

ROCHESTER, NY – May 04, 2012 – LiquidPixels, Inc. announced that its LiquiFire® series of advanced dynamic imaging solutions has been selected as a finalist for the 2012 MITX Innovation Awards. The two categories for which the LiquiFire series has been selected are Best Commerce Game-Changer and Best Business Operations Simplifier.

Award winners for each category will be announced on June 12, 2012. Hosted each year by the Massachusetts Innovation & Technology Exchange, the awards recognize innovations that have the power to “revolutionize the way we work and play.”

“Revolutionary” is a company byword for LiquidPixels, which for the past twelve years has dedicated itself to rethinking the way images are processed and delivered on the Web. Benefits of the company’s true on-demand dynamic imaging include streamlined asset and workflow management, incredibly fast handling of even high resolution and customized images, and the ability to seamlessly deliver personalized content to any platform, on any device.

“These forward-thinking companies are developing unique, new solutions to problems that are game changing,” said MITX President Debi Kleiman. “We were so impressed by this group during a very competitive year, it was amazing to see the range and depth...we’re very proud to honor their great achievements.”

About MITX

Established in 1996, MITX – the Massachusetts Innovation & Technology Exchange – is the leading industry organization focused on the Web and mobile, bringing together the digital marketing, media and technology community to engage in what’s next and how it will impact the marketing and business worlds. Connecting more than 7,500 professionals in New England, MITX is a dynamic community of thought leaders and collaborators in search of insight, education and opportunity. Creator of FutureM, MITX is located in Cambridge, MA. Find out more at MITX.org.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire dynamic imaging solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented



technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

###

For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

LiquidPixels®, LiquiFire®, MagniFire®, the LiquidPixels Logo, and the slogans "Visualizing E-Commerce®," "Are Your Images Fluid?®," and "Liquify Your Site®" are all registered trademarks of LiquidPixels, Inc. The LiquidPixels' three-pixel mark, "Liquify," "Assets From Anywhere," "LiquiFire Blaze," "LiquiFire Zap," "LiquiFire Spark," "LiquiFire Station," "LiquiFire Orb," "LiquiFire E-Catalog," "LiquiFire Jazz," "LiquiFire Image Chain," "LiquiFire Hosted Service," and "LiquiFire Imaging Server" are trademarks of LiquidPixels, Inc. Other trademarks used within this document remain owned by their respective organizations. LiquidPixels LiquiFire is covered by patents 7,109,985, 8,245,228, 8,296,777, and 8,914,744. Other patents pending.