



LiquidPixels and Artifi

An Ideal Match for Online Product Customization

This paper follows the unique and fruitful partnership between Artifi, a leading turnkey product-customization engine, and LiquidPixels, the revolutionary provider of dynamic imaging solutions and services. Together, these two create an elegant and impactful end-user experience for their e-commerce website customers. Read on for a brief discussion of each company and a comprehensive look at the story behind their innovative business relationship.

[Get Started ▶](#)



GET TO KNOW ARTIFI

Artifi's product customization software is the result of years of development experience. Before the company's inception, its team of e-commerce executives spent countless frustrating hours painstakingly building custom configurators so their clients could deploy dazzling platforms to enable customers to view products in a startling variety of formats. Then lightning struck. Artifi creators suddenly realized that all the time and effort spent on custom configurators could be easily avoided if developers could simply build one powerful and adaptable turnkey solution – a solution that could be easily and seamlessly integrated into any existing e-commerce website. And so the Artifi configurator was born.

Today, Artifi's customization software and development services facilitate a streamlined and flexible product configuration tool for the organization's rapidly expanding list of customers. Artifi's solution, packaged in a Software-as-a-Service (SaaS) model, is fully adaptable, and can be tailored to the needs of any client without the high costs and stressors associated with a custom-built configurator.

artifi labs

home about product contact blog

Demo

SaaS-Based Product Customization

Artifi is a Software-as-a-Service product customization engine. Integrate it with any eCommerce platform and allow users to visually customize your products. Artifi is cost effective and gives you speed to market.

[REQUEST A DEMO](#)

product customization in the artifi lab

We've created a new formula for product customization. One that is unmatched in capability, flexibility, and user experience. A formula that's customer-centric at its core and focused on increasing the ultimate variable – conversion rate. Artifi is a simple, cost effective software-as-a-service visual product customization engine that puts you in control of the user interface and offers your customers a better brand experience. [Discover what online product customization can do for you.](#)

[REQUEST A DEMO TODAY](#)





GET TO KNOW LIQUIDPIXLES

LiquidPixels has roots dating all the way back to 2000 – a time when very few technology experts could even consider the possibilities of dynamic imaging. In that year, two of LiquidPixels’ founding members, both veterans of the imaging industry, noticed a disturbing flaw in the otherwise exciting digital e-commerce trend: As technologies evolved to streamline the surge of website creation and as businesses were depending on the internet to sell their products, web images were still treated as static photographs, requiring intense, manual upkeep. “What if these images could be more fluid? What if imagery could be as flexible as mail-merge? What if images could be customized according to individual specifications?” the founding members asked. They provided their own answer: a cutting-edge imaging solution that can be incorporated into any website, allows high-speed image creation, manipulation, and delivery, and ultimately yields an easy, interactive customer interface that shoppers can employ in order to preview their desired purchases.

A pioneer in the imaging field, LiquidPixels enjoys leading industry status in the field of e-commerce imaging. A host of online clients depend on LiquidPixels patented technologies to create customizable photos for everything from clothing, to jewelry, to household items, and beyond.

FORGING THE PARTNERSHIP

An all-purpose and adaptable configurator. A data-driven dynamic imaging solution. Two components of e-commerce design that bring their own special brand of ingenuity to the business table.

Digital magic. A complete online product customization package – something not easily found in today’s online market.

BACK STORY

Before Artifi was created, its executives were well aware of image rendering and its endless capabilities. Still, they were unable to find an exact image solution fit for their passion project, a SaaS turnkey configurator. Instead, they focused their energies toward clients who didn’t need dynamic imaging, while searching for a dynamic imaging solution powerful enough to accommodate the Artifi configurator’s unique requirements.

When Artifi encountered LiquidPixels, they knew their search was over. LiquidPixels, with its highly-flexible, powerful, and easy-to-integrate technologies, offered just what Artifi was looking for. Artifi could leverage LiquidPixels LiquiFire® Imaging Solutions and LiquidPixels could showcase its versatile products to an expanded customer base.



DEVELOPING THE RELATIONSHIP: TRAINING AND EXECUTION

Once the partnership got off the ground, it became clear that the easiest course of action was to train Artifi personnel to implement LiquidPixels' LiquiFire Operating System (OS). Artifi could then embed LiquiFire OS into its overarching configurator offerings as needed, providing customers with an enhanced turnkey package for customized photo manipulation. It was decided that, from this point onward, Artifi would instruct their own customers in how to use the LiquiFire OS (within the Artifi configurator) should the need for image rendering arise.

Since Artifi chose to employ LiquidPixels easy-to-use LiquiFire OS solution, LiquidPixels felt confident that Artifi's employees could take the reins on LiquiFire OS implementation after only a few basic training sessions. Initial training was completed over two 90-minute classes during which Artifi personnel were introduced to the fundamentals of LiquiFire OS dynamic image rendering. These included:

- On-Demand Typography: Incorporating text or logos into image manipulation
- Colorization: re-coloring product imagery on-demand
- Fabric Draping: Dynamically applying fabric to products while preserving direction, shadowing, occlusion, and texture

In the same year, an additional training session was presented covering the LiquiFire Grid Authoring tool. Training sessions were recorded and archived for Artifi's reference. The ultimate goal – to prepare Artifi employees to be able to train clients to use LiquiFire OS on their own.

After basic training, a “training template” was established for each new partnership account. Today, the process proceeds as follows:

1. As a new customer is acquired, LiquidPixels provides Artifi a LiquiFire OS account specific to that new client.
2. Artifi personnel responsible for the new client are given a series of 90-minute training sessions by LiquidPixels Customer Support Team.
3. Artifi employees then take their knowledge of LiquidPixels and use it to tailor the image solution to the client's requirements, utilizing the specific LiquiFire OS technologies, colorization, fabric draping, etc., that apply.
4. Additional refinements to the solution are implemented by Artifi's graphic design team.
5. After the system is implemented, Artifi follows a simple image set-up protocol:
 - A product image is opened in desktop image editing software, typically at 1000 x 1000 pixels or larger. The image must be very clear and clean.
 - Any background to the image is removed.
 - A “mask” is created for each layer of the image to identify each specific portion of product that is to be customized. The masks are then saved as TIFF files.
 - A “grid” is created for each area of product that needs fabric applied.
 - For example, a sports cap would need a mask for its left bottom side, right bottom side, bill, eyelet, etc., and a grid for each area to which fabric or artwork is to be applied.
6. If the customer requests added features that aren't part of LiquiFire OS, LiquidPixels and Artifi work to provide any added, “outside-the-box” training and implementation.





A DEEPER CONNECTION: TAKING A CLOSER LOOK

The combined powers of LiquidPixels LiquiFire OS and Artifi's product customization software make for a matchless user experience that's second to none. Here's an in-depth look at how Artifi works, how LiquidPixels works, and how each company benefits the other.

THE ARTIFI SOLUTION

Artifi is a SaaS-based product customization engine that can be added to any e-commerce site. Built on an HTML5 framework, Artifi offers an extended range of user options – options that even include basic image manipulation functions. Clients can create a multitude of product templates that allow customers to access several different product designs. Templates can accommodate differences in color and viewpoint for each product. Plus, global and template rules can be edited at any time according to user specifications. Once implemented, product designs can be programmed to add customized text, graphics, and even audio files. After a customer has created a unique product design using Artifi, the system lets them share their design on social media or email, or add the custom product to the shopping cart.



Artifi also offers:

- Integration into any e-commerce platform (e.g. Magento, Znode, Bigcommerce, etc.)
- Complete mobile compatibility with a variety of devices
- Price and SKU integration that can secure data from an e-commerce platform and update information depending on product features selected by an individual customer
- Production ready output to be used to actually create the customized products

THE LIQUIDPIXELS SOLUTION

When a customer's needs take them beyond basic imaging and require a more comprehensive imaging interface, Artifi calls on LiquidPixels – images are what LiquidPixels does best. Unlike Artifi, which is an all-encompassing configurator, LiquidPixels LiquiFire OS is a server-side rendering solution set that's entirely specific to image delivery. Using LiquiFire OS Image Chains™, users can describe arbitrary image manipulations as simply as a recipe. LiquidPixels Assets from Anywhere™ allows users to acquire images or other assets from any location, as needed. Blending changing data, assets, and Image Chains, any image manipulation possible with desktop imaging software can be accomplished with LiquiFire OS – on-demand. Through the power of dynamic imaging, there's no need to tediously upload thousands of images to accommodate every possible e-commerce eventuality; color, texture, width, height, and more can all be dynamically changed at the touch of a button.



Other features of LiquiFire OS include:

- Interactive image viewers
- Browser-based imaging server management
- Image compositing
- Imaging for responsive design (for "Design Your Own..." tools)
- Rendered special effects

Artifi and LiquidPixels each benefit from the other's strengths. By embedding LiquidPixels powerful LiquiFire OS imaging solutions into Artifi's powerful toolkit, the two companies have achieved a seamless and productive collaboration. Here's an overview of how they work together:

- LiquidPixels is directly linked to Artifi's administrative team on the back end. All customer accounts are set up through Artifi for any collaborative project and are subsequently linked to LiquidPixels.
- Artifi is then integrated into the client's e-commerce platform or website using an iFrame or pop-up.
- Using the training model outlined earlier, Artifi administrators incorporate components of the LiquidPixels imaging solution into the Artifi configurator. Any troubleshooting regarding LiquiFire OS is first brought to LiquidPixels. In such cases, consultants from LiquidPixels deal directly with Artifi administrators, who then in turn deal directly with their client.
- Artifi uses dynamic image rendering from LiquidPixels to colorize the product images or to create a warp effect of text/graphics on a 3D product. To do this, Artifi has built standard scripts for LiquidPixels (known as chains) which takes away the need of creating chains for each individual product. This also enables a graphic designer to achieve the end result for rendering without the need for any knowledge or dependency on programming scripts. Simply link a LiquidPixels account to Artifi through the Artifi Admin portal.





CLIENT SUCCESS STORIES

The smooth transition and easy division of labor mentioned above has made for some exciting and lucrative projects. This paper concludes with a look at one of Artifi and LiquidPixels' satisfied clients.

BOBBLE: WATERBOBBLE.COM

With the mission of eliminating the outrageous waste of single serve, disposable beverages by creating reusable drinking solutions that you actually want to carry all day long, Bobble set out to satisfy the desire for fresh, tasty, portable water while keeping wallets and the planet happy. Disposable bottled water won't do that, so Bobble decided to reinvent the water bottle.

Bobble's brand focuses on being "uniquely you" so when it came time for being able to customize their products, they asked Artifi for help in fulfilling this message. Together with LiquidPixels, Bobble now provides a website their customers can interact with.

Today, the Bobble website allows customers to change the colors of components of a water bottle and see exactly what they are getting when they place a personalized order. The need for customization and image rendering helped Bobble to sell more customizable products through their new refreshed website. During the first full quarter after adding LiquidPixels and Artifi to their website, Bobble saw an increase in conversions and a 41 percent increase in the time spent on their website.

The classic Bobble set up with LiquidPixels and Artifi quickly became the company's second best selling product. Since it's inception, Bobble has added another customizable product to it's site, which moved up to the company's top 10 productions within two weeks of it's launch.



About Us



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. If you'd like to find out more about us, we'd love to tell you. Contact us at LiquidPixels.com.

© 2016 LiquidPixels Inc. All rights reserved.

