

FOR IMMEDIATE RELEASE

BIG Prize Giveaway Winner Announced

ROCHESTER, NY - October 17, 2014 – [LiquidPixels](#) is pleased to announce the winner of its BIG Giveaway prize at the [2014 Shop.org Annual Summit](#): Erin Gordon, from North Carolina. Attending the show as a retailer member of the NRF, Ms. Gordon won a [Country Casual teak furniture set](#) valued at over \$6500. Twelve exhibitors at Shop.org participated in the BIG Giveaway contest, giving away items from vacation packages to high-end computer systems. Twelve sponsors gave away over \$30,000 worth of prizes; LiquidPixels' prize had the highest value.

David Jones, LiquidPixels Vice President of Sales and Marketing, explained that the furniture set was not a random choice. "We wanted to take this high-visibility opportunity to highlight one of our many excellent customers, Country Casual. Their e-commerce website leverages dynamic imaging features like fabric draping and automatic colorization to provide online shoppers with on-demand visualization of products exactly as they would be delivered. With their excellent integration of dynamic imaging and their intuitive UI, Country Casual sets a high bar for the custom home furnishings industry."

The Country Casual e-commerce website features high quality product photography and allows shoppers to preview customizations of their items, such as different fabric choices or wood finishes, before purchasing. LiquidPixels LiquiFire® uses powerful image rendering servers to dynamically generate a custom online image each time one is required, automatically optimizing it for a user's display.

[CountryCasual.com](#) loads quickly, and its thoughtfully designed e-commerce user interface provides a curated, efficient online shopping experience. Because LiquiFire dynamic imaging delivers custom images on any platform, Country Casual's custom products can be previewed on any device.

In keeping with Country Casual's and LiquidPixels commitment to customization and to the highest level of customer service, Ms. Gordon was able to personalize her brand-new teak outdoor lounge set with her preferred fabric choice. Ms. Gordon was elated to win.

About Country Casual Teak

In 1977, inspired by the stately teak benches beautifying England's parks and gardens and the history of crafting benches from salvaged teak sailing decks, Country Casual's founder began designing teak benches constructed in the British tradition with mortise and tenon joinery. With a focus on improving ergonomics for today's more casual lifestyles and incorporating elements of interior furniture design, these unique



designs became the cornerstone of a business based on the pursuit of innovation entwined with respect for tradition. Find out more at CountryCasualTeak.com.

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.

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For more information, contact:

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

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