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Boscov's Gives Customers What They Want: Dynamic Imaging

ROCHESTER, NY – February 27, 2014 – Department store Boscov's has been a staple in the mid-Atlantic for nearly a century. When the retailer moved into e-commerce, its strategy relied upon the factors that have made it such a consumer favorite: good value and outstanding customer service. So, when online shoppers began requesting more detailed product images, Boscov's listened.

The retailer began shooting new products at higher resolutions and implemented LiquidPixels LiquiFire® Dynamic Imaging Solutions to bring interactivity to certain product pages. Now, when a shopper wants a close-up look at a garment, she can hover over or tap to see a magnified, detailed view. The image viewer, called Magnify, works on any device or platform, thanks to its pure HTML code base and LiquidPixels commitment to building on open standards.

Boscov's Director of E-Commerce Analytics, Brandy Lorah, says that customer response to the Magnify implementation has been overwhelmingly positive, and the retailer's call center has seen a dramatic drop in the number of product detail inquiries. Boscov's may add more dynamic imaging features (like automatic product colorization) to their product pages based on customer feedback.

The decision to implement an enterprise dynamic imaging solution from LiquidPixels was driven in part by Boscov's belief in building lasting vendor relationships. Lorah says, "We chose LiquidPixels over other vendors because better service, faster implementation, and support after implementation were important to us. They've been great through every step of the process, and implementation was even easier than expected. We are very happy to have LiquidPixels as a partner."

LiquidPixels CEO Steve Kristy has emphasized service since founding the company fourteen years ago, and it's why his company offers unlimited concierge support with all LiquiFire Dynamic Imaging Solutions. "LiquidPixels and Boscov's share a strongly customer-focused mindset. It's a pleasure to welcome them into the network of e-commerce merchants who are using the next generation of online imaging to delight their customers."

About Boscov's

Boscov's is a billion-dollar plus, family-owned innovative full-service department store chain meeting the total family needs of our customers. We stock a full range of brand-name merchandise that runs the gamut from fashion items for men, women, and children to a complete line of home furnishings and furniture. Boscov's places great emphasis on customer service, creative promotions, and exciting events, and



therefore, enjoys a level of customer confidence virtually unmatched by any other retailer. Find out more at Boscovs.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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