

FOR IMMEDIATE RELEASE

## Crutchfield.com Enriches User Experience with LiquidPixels LiquiFire

ROCHESTER, NY – June 11, 2008 – LiquidPixels, Inc. and Crutchfield Corporation are pleased to announce Crutchfield's adoption of LiquidPixels LiquiFire® Dynamic Imaging Solution, a revolutionary technology that is enabling new strategies to expand Crutchfield.com's reputation as a leader in Internet retail. Speed of implementation, effortless integration with other tools, and scalability were the primary drivers in the selection of LiquidPixels Dynamic Imaging Solutions.

"Our technical team is a distinct competitive advantage for us," said John Haydock, Senior Vice President of Marketing and Creative at Crutchfield. "Not only have they recognized a better than 50% increase in productivity with LiquiFire, they are adding features to the website that we couldn't even consider before. One strategy has already delivered a significant increase in conversion from casual sightseer to customer."

Crutchfield, which introduced the highly-regarded Crutchfield catalog in 1974, complements its expertise in car and home entertainment products with an extensive, award-winning Internet presence. In addition to the image-rich shopping experience that promotes the 7,000 products available on Crutchfield.com, is an all-information website that serves as a single comprehensive source about consumer electronics. In the past, Crutchfield stored 8-9 image sizes for every photo on the two sites. With LiquiFire, a single image is dynamically scaled to the exact dimension needed, increasing design flexibility and eliminating manual image manipulation.

"Rapid implementation is key in the world of dynamic imaging," said Steve Kristy, CEO of LiquidPixels. "With sites as large as Crutchfield's – with tens of thousands of images – it's easiest to add functionality incrementally. The Crutchfield team began adding new pages and text overlays on their first day and quickly scaled up the rest of this large, dynamic site. Their rapid grasp of LiquiFire's capabilities propelled them from basics to innovative applications for the technology in no time. It's a pleasure to watch industry experts leverage the LiquidPixels portfolio of products to such advantage."

### **About Crutchfield Corporation**

Crutchfield Corporation, which celebrates its 34th anniversary in 2008, is the nation's oldest direct integrated marketer (catalog, Customer Care Center, and Internet) of consumer electronics products. Crutchfield has its headquarters and a popular retail store in Charlottesville, VA. Since its introduction in



1974, the Crutchfield catalog has been a respected authority on car and home entertainment products, winning several awards for quality, design, and usefulness. The people who staff Crutchfield's Customer Care Center are noted for their high integrity, product knowledge, and technical expertise. They are available by phone, email, and live online chat. Crutchfield.com offers a convenient, full-service shopping destination to buyers of car and home audio/video products. CrutchfieldAdvisor.com is an all-information website that serves as a single comprehensive source about consumer electronics. Crutchfield was the first vendor-authorized audio/video retailer on the Internet and is one of only two retailers to have won BizRate's coveted "Circle of Excellence" award eight times. Find out more at [Crutchfield.com](http://Crutchfield.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](http://LiquidPixels.com).

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