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## Danielson Designs Selects LiquidPixels LiquiFire Rich Media Solution

ROCHESTER, NY - December 14, 2009 – Danielson Designs, Ltd. and LiquidPixels, Inc. are pleased to announce Danielson Designs' adoption of LiquidPixels LiquiFire® Dynamic Imaging Solution on their recently launched website. Danielson Designs is an award-winning personalized products company specializing in home décor and gifts. By equipping their website with LiquiFire Dynamic Imaging, Danielson Designs enhanced their customers' shopping experience with compelling visualization of their custom products.

"LiquidPixels has made possible an exciting interactive design environment for personalized products that we had dreamed about for years," said Danielson Designs co-owner and President, Mark Danielson. "Our shoppers can now create a customized product and purchase that product with confidence knowing exactly how it will look."

LiquidPixels technology allows shoppers to customize any product and see it instantly. "Due to the tight integration between the LiquiFire platform and our back end, it's basically one touch from the consumer to the person who creates the product," said Danielson.

Cindy Gall, Danielson Designs' Director of Information Technology, investigated ways to better showcase the products on their new site. Her goals were to enable more of their product line with individual customization and to improve process time, while simultaneously providing a fun and creative shopping experience.

"The guys at LiquidPixels have been great!" said Gall. "We were able to test LiquiFire in our environment, including preliminary training before we purchased. LiquidPixels' solution was far more cost effective than every other offering we saw." In addition to their amazing customer service, Gall was impressed with the ease with which LiquidPixels integrated LiquiFire into their applications and the overall robustness of the technology.

"The learning curve with LiquiFire was very short," she said. "Anybody with basic knowledge of art or web design can pick this up quickly."

LiquidPixels CEO, Steve Kristy, was pleased to hear that Danielson Designs was benefiting from the use of LiquiFire. "While dynamic imaging technology is rapidly becoming a best practice for leading online retailers, it is table-stakes for driving sales of customized products such as those offered by Danielson



Designs. When a shopper invests the time to create a special personalized gift, they want the confidence from seeing exactly how the finished product will look prior to placing the order.”

Due to the tremendous response from their customers, Danielson Designs plans to expand the product line on which customers can put their own personal touch. “We have had huge feedback,” Danielson said. “People just fall in love with the site.”

### **About Danielson Designs, Ltd.**

Located in Trinidad, CO, the company was the brain child of Annie and Mark Danielson and was started in 1991 to stimulate the economy of their small town. Danielson Designs caters to the home and gift industry providing products from picture frames and decorative signs to wall vinyl and monograms. In an industry committed to sending jobs to China, Danielson Designs remains 100 percent made in the USA. Danielson Designs has received numerous awards in the past few years such as earning the number one spot for Wall Décor in Giftbeat Magazine two years in a row, named Entrepreneur of the Year in 2009 by Enterprising Women Magazine, and listed at number 33 in the “Top 100 Fastest Growing Wood Manufacturing Companies in the US” by Wood & Wood Products Magazine. As of August 8, 2011, Danielson Designs, Ltd. operates as a subsidiary of Ganz, Inc.

### **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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