

FOR IMMEDIATE RELEASE

LiquidPixels and Experlogix Help Malibu Boats Float Above the Rest

ROCHESTER, NY – June 14, 2016 – Experlogix has enabled Malibu Boats dealers to create their own custom boats powered by LiquidPixels dynamic imaging solutions.

LiquidPixels LiquiFire® Operating System (OS) is an enterprise-class solution set to offer on-demand dynamic imaging for all applications, meaning an image is not generated until the instant it is requested. The collaboration between LiquidPixels and Experlogix benefits customers such as Malibu Boats who want to bring extraordinary customization to their customers.

For Malibu Boats and similar companies, having their customers see the exact image based on their custom requests is key to online sales. Choosing your boat color or model, and seeing an actual image of what you would like to purchase along with the cost associated for that specific customization is all part of ensuring a premium dealer experience.

“The complexity of our boats changes from model to model – and order to order,” says Greg Casteel, Senior Business Systems and Process Analyst, Malibu Boats. “The Experlogix rules engine makes it possible to create rules where only permissible order configurations can be developed. And I can see the changes dynamically with LiquiFire OS. One of the biggest benefits of the combined system is that dealers can be sitting on the showroom floor with a laptop, or at a boat show with a tablet and configure an order. That flexibility is huge.”

Experlogix seamlessly integrates CRM, ERP, and CPQ systems so that a person can mix and match different components to generate an image and cost associated with their desired customizations. Experlogix's best-in-class solutions comprise industry-leading full cycle quote and order automation. Within the configurator environment, users benefit from real-time guidance and validation according to customizable rules and formulas, which can now also control a dynamically generated image. For instance, the Experlogix CPQ solution can automatically apply colors to a product rendering based on customer preferences stored within a host CRM or ERP system, or prevent incompatible finishes from being selected based on which materials a user has chosen. LiquidPixels LiquiFire OS is incorporated to establish the dynamic imaging capabilities. With extensive end-user input, LiquiFire OS powers configuration environments seamlessly across devices and platforms, and will render images in production-ready formations (including scalable vector graphics).



About Experlogix

Experlogix is a premier provider of CPQ (Configure, Price, Quote) technology, specializing in fully integrated quote and order automation solutions for Microsoft Dynamics and NetSuite CRM and ERP systems. Since its founding in 2002, Experlogix partners with hundreds of VARs across North and South America, EMEA and Asia Pacific, and has amassed hundreds of customers and thousands of end users by excelling at two fundamental principles: provide simple-to-use yet powerful configurator technology, and back it with knowledgeable, responsive customer support. Find out more at Experlogix.com.

About Malibu Boats

For thirty years, Malibu Boats have maxed out your experience on the water. Whether you wakeboard, ski or just want to hang out with family and friends, we have a boat for everyone and every budget. With meticulous attention to detail and development input from today's top pros, there's a reason why Malibu is the number one, best selling boat in the world. And owners will agree, there's just something way cool about the Malibu vibe that is unmatched by any other experience. Learn more at MalibuBoats.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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