

FOR IMMEDIATE RELEASE

Experlogix Enhances Product Configurator with On-Demand Imaging from LiquidPixels

ROCHESTER, NY – December 06, 2012 – Experlogix, Inc. and LiquidPixels, Inc. are pleased to announce a new partnership designed to make revolutionary imaging technology easily accessible to Experlogix Configurator customers. Experlogix has always prioritized intuitive controls and superior customer support for users of their product configurator; adding LiquidPixels LiquiFire® Dynamic Imaging Solutions for on-demand visualization of even the most complex custom product ensures a premium end user experience that stands out from the crowd.

LiquidPixels CEO Steve Kristy says, “The partnership makes sense from a technology perspective, but also from an ideological one: Both LiquidPixels and Experlogix are bringing extraordinary customization to customers while emphasizing solution flexibility and concierge customer service.”

The Imaging Difference

LiquidPixels LiquiFire Dynamic Imaging Solutions are the only enterprise-class set to offer true on-demand dynamic imaging for all applications, meaning that an image is not generated until the instant it’s required. Allowing for extensive end-user input paves the way for rich experiences using features like multiple image compositing and transparency, colorization, automatic resizing, full text handling, watermarking, and more. LiquiFire powers configuration environments seamlessly across devices and platforms, and to close the production creation loop, can render images in production-ready formats (including scalable vector graphics).

The Configurator Difference

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 configurator can automatically apply colors to a product rendering based on customer preferences stored within a host CRM system, or prevent incompatible finishes from being selected based on which materials a user has chosen.

“We believe the user experience is critical to end user adoption,” says Jeff Holway, Experlogix VP of Sales and Marketing, “and the addition of LiquidPixels LiquiFire advanced imaging features to our configurator



will add a new and exciting dimension to the quote and order experience. In particular, the LiquiFire add-in will enhance our portal experience where customers and partners place orders directly, and want to see photo-quality renderings of the exact products they are ordering.”

About Experlogix

Experlogix is a Microsoft Gold Certified product configurator solution provider specializing in fully integrated quote and order automation solutions for Microsoft Dynamics and NetSuite business application platforms. Available via the web, portal, or offline, Experlogix Configurators deliver the scalability and flexibility needed to handle virtually any configure, price, quote (CPQ) requirement at a low total cost of ownership. Find out more at Experlogix.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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