

FOR IMMEDIATE RELEASE

## LiquidPixels Dynamic Imaging Will Showcase Items From “The Great Big American Auction”

ROCHESTER, NY – December 09, 2011 – LiquidPixels, Inc., preeminent provider of rich media solutions for e-commerce, is pleased to see long-time customer Heritage Auctions in the spotlight with the premier of ABC’s “The Great Big American Auction” (Thursday, December 8, 2011).

Assisted by the experts at Heritage Auctions, star Ty Pennington changes people’s lives by revealing the extraordinary value of what they thought were ordinary finds. The auctioned items will be available to view in exquisite detail on HA.com and on the Heritage Auctions app for iPhone and iPad – an experience enabled by LiquidPixels’ advanced Dynamic Imaging technology.

For over four years, every image available to members of the Heritage Auctions community has been delivered by LiquiFire®, the powerful server-side image rendering engine innovated by LiquidPixels. LiquiFire enables Web users to view and manipulate incredibly high-resolution images at lightning speeds.

“For auction bidders, the ability to see the finest detail of an item is crucial. To meet this need, Heritage Auctions uses product images that are thousands of pixels in dimension. Images this size would paralyze Web browsers using standard methods,” says Brian Carpenter, Heritage Auctions’ V.P. of Information Technology, “but LiquiFire handles them effortlessly.”

### **About Heritage Auctions**

Heritage Auctions is the largest collectibles auctioneer and third largest auction house in the world. We are also the undisputed Internet leader in our field. Our 690,258 registered online bidder-members are a testament to the usefulness of our website, our reputation for professional business practices and our vast expertise in the field of art and collectibles. We give our customers unprecedented access to our services using the latest advancements in technology and by maintaining a strong presence in the collectibles community. Find out more at [HA.com](http://HA.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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