

FOR IMMEDIATE RELEASE

LiquidPixels to Debut Integrated QR Code Generator at IRCE 2011

ROCHESTER, NY – June 13, 2011 – Premium brand companies have turned to LiquidPixels enterprise-level suite of dynamic imaging solutions for more than ten years to meet their e-commerce and m-commerce needs. Now they have another tool at their disposal: an on-demand Quick Response (QR) code generator that streamlines the production and deployment of these invaluable assets.

QR codes turn a wide variety of information into images that can be scanned and read by most smartphones and mobile devices (including iPhone®, iPad®, BlackBerry®, and Android™) to produce a wide range of actions; most commonly, linking to a webpage. The marketing possibilities are endless.

LiquidPixels customers already benefit from an industry-leading suite of real-time, on-demand imaging features such as dynamic image scaling from a single master, interactive zoom, colorization, product personalization, fabric and texture draping, and much more. The introduction of the new QR code generator is in keeping with the company's commitment to combining cutting-edge technology with ease of use. This feature will be included in LiquidPixels LiquiFire® Blaze™ solution set at no added cost to customers.

LiquidPixels CTO Marc Spencer says, "LiquidPixels continues to broaden LiquiFire functionality, staying abreast of market demands. With the inclusion of on-demand QR Code generation, all LiquiFire users can generate one-to-one QR Codes, allowing them to connect mobile shoppers directly with other online media."

IRCE Demonstrations

From June 14-17, 2011, LiquidPixels will be in San Diego, California at the world's largest e-commerce event: The Internet Retailer Conference & Exhibition 2011 (IRCE) . The company will be offering full product demonstrations at Booth 626 in the Exhibit Hall of the San Diego Convention Center. IRCE attendees will be the first to experience the ease and utility of an integrated QR code generator within the LiquidPixels family of rich media services.



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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