

FOR IMMEDIATE RELEASE

LiquidPixels, Inc. Expands Organization and Infrastructure to Support Ongoing Growth

ROCHESTER, NY – March 06, 2012 – LiquidPixels, Inc., a leading supplier of enterprise-class dynamic imaging solutions for E-Commerce, closed out 2011 with record revenues. Building on this momentum, the privately held company is entering its twelfth year of operation with aggressive plans for expansion.

CEO Steve Kristy says, “When we introduced true on-demand dynamic imaging twelve years ago, it was revolutionary. Today, it’s table stakes for any company using a high volume of images to sell products and services online. LiquiFire® enhances online visual merchandising in previously impossible ways and provides incredible value from a time- and cost-saving perspective. We’ve been doing this longer than anyone else; it’s been gratifying to see how our solutions have both evolved the online shopping experience, and helped transform the way images are handled on the Web.”

To accommodate its expanding team, LiquidPixels product development headquarters is moving to new offices in the Boston suburb of Bedford, Massachusetts. The facility has been remodeled with optimized conditions to build and support the company’s industry exclusive on-site imaging servers. Because of the extraordinary processing demands of high-speed, real-time digital image rendering, each LiquiFire imaging server is custom configured by experienced staff. For customers who take advantage of the company’s cloud-based dynamic imaging services, LiquidPixels maintains world-class data centers in the United States and Europe to ensure maximum image processing and delivery speed.

LiquidPixels can be found at leading e-commerce events throughout the year, including the landmark Internet Retailer Conference and Exhibition (June 5-7, 2012 in Chicago) and Shop.org’s Annual Summit (September 10-12, 2012, Denver). “We’re growing the way we want to,” says Kristy, “one delighted customer at a time.”

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.



###

For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

LiquidPixels®, LiquiFire®, MagniFire®, the LiquidPixels Logo, and the slogans "Visualizing E-Commerce®," "Are Your Images Fluid?®," and "Liquify Your Site®" are all registered trademarks of LiquidPixels, Inc. The LiquidPixels' three-pixel mark, "Liquify," "Assets From Anywhere," "LiquiFire Blaze," "LiquiFire Zap," "LiquiFire Spark," "LiquiFire Station," "LiquiFire Orb," "LiquiFire E-Catalog," "LiquiFire Jazz," "LiquiFire Image Chain," "LiquiFire Hosted Service," and "LiquiFire Imaging Server" are trademarks of LiquidPixels, Inc. Other trademarks used within this document remain owned by their respective organizations. LiquidPixels LiquiFire is covered by patents 7,109,985, 8,245,228, 8,296,777, and 8,914,744. Other patents pending.