

FOR IMMEDIATE RELEASE

LiquiFire Rich Media Platform Powers Premium Custom Label Website

ROCHESTER, NY – June 05, 2012 – LiquidPixels, Inc. and Cooper & Clement, Inc. are pleased to announce the successful implementation of [LiquiFire® Dynamic Imaging Solutions](#) in support of the premier custom label website, [Labelsonthefly.com](#). “Cooper & Clement implemented their LiquiFire Solution beautifully,” says LiquidPixels CEO Steve Kristy. “More than a well-engineered integration, [Labelsonthefly.com](#) is a highly successful e-commerce site with intelligent UX design.”

When Jorn Clement and Ole Westergaard saw the opportunity in the custom label market for a fast, well-designed website that would let consumers not only design their own product, but see it as it would be printed – instantly – they knew [Labelsonthefly.com](#) was ready for the challenge. Finding a solution to enable instant visualization of every unique design was the critical first step.

Consider just one product: a custom wine label. Say you have six label designs, ten available fonts, and twenty font colors. That’s 1,200 possible combinations, which each additional customization option would increase exponentially. And when you let end users upload their own image as part of the design, or use stock clip art, the combinations are literally endless.

When Clement and Westergaard encountered LiquidPixels at an e-commerce event, they realized that the LiquiFire dynamic imaging platform could solve the visualization problem like nothing else on the market.

Driven by a powerful server-side image rendering engine, LiquiFire can modify images on-demand using simple, predefined scripts. A new product image reflecting all the customer’s selections is created and presented immediately for preview, approval, and purchase. And with its ability to handle nearly any image form imaginable, including SVG, LiquiFire was an easy choice.

Clement says, “I knew instantly this was what we had been looking for, precisely what we needed.” He is confident they made the right decision to be an early adopter: “We’re leagues ahead in our industry and we will continue to innovate. No question, LiquiFire put us lightyears ahead of the pack.” Westergaard adds, “We believe in LiquidPixels to such a degree that we now offer our considerable design, implementation, and coding expertise to other e-retailers looking to implement LiquiFire online imaging solutions.”

[Labelsonthefly.com](#) serves more than 25,000 “Liquified” images every day. End users can design and visualize custom wine labels, wedding labels, hang tags, and more – and when they’re done, be completely



assured that the image they see on the screen is an exact representation of the high-quality product they'll receive in the mail.

LiquidPixels will be offering product demonstrations of LiquiFire Dynamic Imaging Solutions at the Internet Retailer Conference & Exhibition (Chicago, June 5-8, 2012) and at the Shop.org Annual Summit (Denver, September 10-12, 2012) .

About Cooper & Clement, Inc.

For more than thirty years, Cooper & Clement has provided industry-leading customized products backed by stellar support. The company is launching a new service leveraging their successful LiquiFire integration by contracting a development team to others in need of their expertise. Says founder Jorn Clement: "As dynamic imaging moves mainstream, we will be there to help others integrate LiquidPixels' extraordinary solutions." Find out more at LabelsOnTheFly.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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