

FOR IMMEDIATE RELEASE

LiquidPixels Announces LiquiFire OS 4.1 at Shop.org

ROCHESTER, NY – September 23, 2016 – The company that introduced the world to dynamic imaging more than 16 years ago continues to revolutionize personalization and customization for the e-commerce industry. LiquidPixels will be exhibiting at Shop.org Retail's Digital Summit in Dallas.

LiquidPixels continues to bring exciting, powerful features added to their already superior LiquiFire Operating System (OS).

“The release of LiquiFire OS 4.1 provides significant features requested by our customers, indicating continued strong demand for our solutions within the industry,” said Marc Spencer, LiquidPixels CTO. “Dynamic Imaging plays an increasingly key role within today’s modern e-commerce websites – enabling data-driven, real-time product customization, and responsive content. Dynamic Imaging allows sites to automatically optimize image delivery to the wide range of mobile, tablet, and desktop devices, while automatically using the full resolution of HiDPI screens.”

This latest release of LiquiFire OS features upgrades to the LiquidPixels LiquiFire Assets From Anywhere™ technology, adding direct access to Amazon S3 objects and a powerful rewrite rules engine. It also incorporates amazing Advanced Typography features and expands our powerful asset tracking tools. The comprehensive LiquidPixels LiquiFire Suite of solutions provides high-quality, interactive imaging for every media-rich e-commerce site. Retailers from all over the globe incorporate LiquidPixels Dynamic Imaging Solutions to provide their online shoppers with the most customized shopping experience possible.

“Our designers use LiquiFire OS to overlay fabrics and had no problems getting started,” said Angelo Simeoni, SquadLocker. “Within the first day we were up and running, making assets using LiquiFire OS. It’s really a simple tool, it’s easy to use, and the results create a huge impact for our end users.”

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.