

LiquidPixels

# LiquiFire Operating System

## An End-to-End Solution

E-Commerce is fluid and progressive. Companies with online storefronts require enterprise solutions that scale with their business needs. Compelling product imagery is crucial to successful online sales and can only be achieved with true dynamic imaging. That is why LiquidPixels® developed its flagship **LiquiFire® Operating System (OS)**. We understand that in both e-commerce and software solutions, one size does not fit all.

## Simplify Workflow

LiquiFire OS is an enterprise-wide dynamic imaging solution with unlimited possibilities. Flexible when needed, powerful when demanded, it combines advanced imaging capabilities that will excite your creative team, and cost saving production-level features that will appeal to your bottom line.

Offered in two solutions — **LiquiFire OS Blaze™** for sophisticated imaging and **LiquiFire OS Zap™** for high-speed production — LiquiFire OS provides all of the necessary functionality to scale with the demands of any online business.

## An Economical Toolkit

A production-level subset of features, LiquiFire OS Zap provides all of the required functionality to scale with a growing business.

LiquiFire OS Zap is designed to prepare, optimize, and display images for the Web. Computers, tablets, and smartphones each have benefits, but for an optimum experience, images must be specific to the device. Desktop screens are large, phone screens may have retina displays, laptop screens vary greatly in size, and all require responsive design. Some organizations burden their creative teams to create multiple image variations for each device — work that is done by hand. However, a single image is often expected to work in all environments, resulting in universally compromised presentation.

LiquiFire OS Zap simplifies this workflow by utilizing a single master image for all devices. By appropriating a principal master asset, LiquiFire OS Zap will transform a single master image into a new size and format, as well as control its compression level. Crystal clear images are instantly presented as responsive and tailored to any device.



## An Advanced Imaging Suite

The advanced solution for the marketing expert, LiquiFire OS Blaze includes all of the production-level functions of formatting, compression, and scaling, as well as several enhanced features to create transformative online campaigns.

The advanced imaging capabilities of LiquiFire OS Blaze include a host of features that will excite any creative team. From colorization and fabric draping, to personalization, advanced typography, instant optimization, geographically-based imaging, and rendered special effects, LiquiFire OS Blaze can create an image for any usage in every environment instantly, and on demand.



## Show the Finest Details

Even the largest screen has its limits, so efficient use of space is crucial. **LiquidPixels LiquiFire Viewer Suite™** delivers interactive motion, zoom-and-pan, and multi-axis 360° photography solutions for every screen size and resolution. Touch aware, high-DPI optimized, and compliant with current accessibility standards, LiquiFire Viewer Suite displays images without compromise.

## Designed for Inclusion

As subject matter experts, we always monitor industry requirements and ensure that our solutions adapt as needed. LiquiFire Viewer Suite is the only solution in the industry that is fully WCAG AA compliant, and provides API support for screen reader technologies. Now and in the future, we are committed to accessibility for everyone.

## Scalability, Delivery, and Support

To meet every business need, we offer LiquiFire OS as hosted software-as-a-service or through onsite servers.

Available online, **LiquiFire Hosted Service™** provides an enterprise-level dynamic imaging solution that is backed by the best uptime and support in the industry.

As our onsite option, **LiquiFire Imaging Server™** offers a best-in-class turnkey server solution that seamlessly integrates into existing infrastructure.

As a provider of enterprise-class dynamic imaging, LiquidPixels delivers unparalleled customer support. An entirely U.S.-based team works diligently to ensure all retail customers have what they require to achieve success. If needed, LiquidPixels also offers Production Services to scale with business demands. Clients can free up existing resources, reduce time to market, prepare images, and improve workflow.

