

FOR IMMEDIATE RELEASE

LiquidPixels Delivers a New Dynamic and Engaging Shopping Experience for Norwalk Furniture's Exclusive Candice Olson Designs

ROCHESTER, NY – March 29, 2011 – “Ideally, every shopper would like Candice to come to their home to show her designs,” said Reyna Moore, Norwalk Furniture’s Director of Marketing. “We’ve delivered the next best thing, bringing Candice’s well-known design sense and approach together in a new way for shoppers. Visitors’ selections are instantly visualized with LiquidPixels solutions, combining their favorite furniture piece and fabric from Candice’s collection into a customized presentation. We’re bringing an interactive, artistic and fun approach to online shopping—which is exactly what fans of Candice Olson will expect.”

LiquidPixels LiquiFire® Dynamic Imaging Solutions enable visitors, both online and mobile, to view high-resolution photos of all furniture in the collection in every available fabric and color. Visitors can interactively inspect the fine details of fabric texture, and pan across the images to explore overall design.

“We’re excited about this collaboration with Norwalk Furniture and the Candice Olson Collection. LiquiFire is the ideal solution to help consumers visualize products online and make informed choices about their purchases,” said Steve Kristy, LiquidPixels CEO. “Visitors benefit from the tremendous value of Candice’s design expertise, combined with the flexibility to view almost limitless options before they buy. Norwalk Furniture has delivered an innovative way to merchandise the collection, coupled with the economy of producing hundreds of different images dynamically, on-demand from a single photograph.”

“We were immediately impressed with everything about LiquidPixels,” Moore said. “It’s been so easy doing business with them. They have exceptional customer support and the technology is amazing. The quality and sharpness of the images make it seem like you can almost feel the textures of the fabrics. Customers love it! Their products allow us to focus on our core business while they enable a shopping experience that enhances the brand of the Candice Olson Collection.”

About Norwalk Furniture's Candice Olson Collection

Candice Olson began her partnership with 106-year-old Norwalk Furniture in late 2005. After months of design and development work, Candice and Norwalk launched her timeless collection of upholstery and fabrics in August of 2006. All products are one-of-a-kind designs, handcrafted at Norwalk Furniture by proud U.S. employees. Find out more at NorwalkFurniture.com.



About Candice Olson

Candice Olson is a leading designer in the United States and Canada, and host and designer on HGTV's Divine Design, Candice Tells All and as a judge on HGTV Design Star. She has been featured on the Today show, Live! With Regis and Kelly, The View and The Oprah Winfrey Show. In addition, Candice writes a syndicated biweekly newspaper column that runs in more than 400 U.S. newspapers.

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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