

FOR IMMEDIATE RELEASE

LiquidPixels and Rotolmage Announce Partnership

LiquidPixels collaborates with Rotolmage to deliver multi-axis 360° product photography to e-commerce websites.

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LiquidPixels, the global leader for dynamic imaging solutions to the e-commerce industry, and Rotolmage, innovators of interactive, rotating product photography, are proud to announce a new partnership.

LiquidPixels LiquiFire® Operating System (OS) empowers e-commerce companies to incorporate dynamic imaging into their websites and emails. This enterprise-class functionality enables online shoppers to quickly create and view custom products before purchasing. Rotolmage Technology is the seamless combination of hardware and software used to transform traditional photos into interactive, rotating product photography.

“We are very excited about our partnership with Rotolmage,” says Steve Kristy, CEO of LiquidPixels. “Merging the 360° product photography from Rotolmage and the colorization and draping technologies of LiquidPixels LiquiFire OS is a powerful combination. Additionally, our LiquidPixels LiquiFire Viewer Suite™ delivers interactive motion, zoom-and-pan, and multi-axis photography solutions for every screen size and resolution. By merging the core technologies of LiquidPixels and Rotolmage, customers can see products rotating 360° in X, Y, and Z directions—in real time.”

The LiquidPixels-Rotolmage partnership is positioned ideally for manufacturers, distributors, and retailers with large inventories or with items too fragile to ship. Available as an onsite service, Rotolmage will set up a Roto studio to photograph products. The images will then be optimized with LiquidPixels LiquiFire OS.

“360 Rotos are the most requested type of product photography,” notes Jeremy Regoto, Co-Founder of Rotolmage. “By combining our Rotos with the advanced imaging capabilities of LiquiFire OS, we can give customers brilliant, realistic 360 imagery that looks like they are holding the product in their own hands.”

Scalable and fully responsive, the solutions provided by LiquidPixels and Rotolmage automatically respond to any screen size, thus improving the overall user experience and driving e-commerce sales.



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About LiquidPixels

LiquidPixels leads the imaging revolution. Built on open standards, our LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. Founded in 2000, LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each of our customers' unique needs. For more information, visit us at LiquidPixels.com.

About RotolImage

RotolImage Technology is the seamless combination of hardware and software used to transform traditional product photography into interactive, rotating product photography. RotolImage's dynamic equipment can shoot products in as many axes as desired to bring products to life. For more information, visit us at RotolImage.com. © 2018 RotolImage. All rights reserved.

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