

FOR IMMEDIATE RELEASE

LiquidPixels and TDCI Announce Enhanced User Experience

ROCHESTER, NY – June 20, 2012 – Customizable products provide differentiation for online businesses across industries, driving sales in the new era of the personalized shopping experience. BuyDesign® from TDCI has been anticipating and meeting the challenges of enterprise custom product offerings for more than a decade by integrating the back-end design, sales, and manufacturing process with real-time configuration capability.

Now, TDCI is putting the power of true on-demand dynamic imaging from LiquidPixels behind its unique FlexRender® product visualization software to enable extraordinary online shopping experiences for end users.

LiquidPixels LiquiFire® online imaging platform makes it possible to modify images according to user input in a Web browser, on the fly. In conjunction with FlexRender, this enables real-time, photorealistic visualization of custom products so the shopper can see her design instantly, exactly as it will be delivered.

At the same time, the patented LiquiFire server-side image rendering method streamlines image processing and delivery on the Web and across devices for additional advantages in asset management and the publishing workflow.

BuyDesign FlexRender brings products to life for prospective end consumers. Working with LiquidPixels Liquifire, it provides dynamically generated, photo-quality visual representations of products with selected colors, textures, materials, and more.

Co-founder and CEO of LiquidPixels, Steve Kristy, says: “Product customization is playing an increasingly important role in the future of e-commerce, and this is a big step forward in providing an enhanced experience for online shoppers: We’re powering the most advanced custom product configurator on the market with absolutely revolutionary dynamic imaging. We’re very pleased to be able to support the BuyDesign user community through this partnership.”

BuyDesign Configurator with BuyDesign FlexRender can be incorporated into any e-commerce application. They also provide the core product configuration and visualization engines for TDCI’s own BuyDesign Build-Your-Own and BuyDesign Storefront applications.



“High-quality visualization takes buying and selling of custom products to the next level,” says Dan Demuth, TDCI CEO. “We are excited to enhance the capabilities we offer our customers through LiquidPixels Liquifire.”

About TDCI and BuyDesign

TDCI specializes in helping manufacturers and their distributors streamline the buying process for customized products. TDCI's BuyDesign[®] software is a comprehensive web-based product configurator and guided selling solution developed to help companies increase sales by becoming “easy to do business with” while improving profitability by reducing order processing time, cost, and errors. Built using a powerful product configurator, BuyDesign provides modular applications for guided product selection and configuration, product visualization, quoting and ordering, drawing and data generation, consumer interest creation, and more. Find out more at TDCI.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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