

FOR IMMEDIATE RELEASE

Partnership Offers Best in Online Imaging, Web Design

ROCHESTER, NY – June 18, 2013 – Web design firm Trademark Productions, Inc. has partnered with LiquidPixels, Inc. to meet its e-commerce clients' evolving online imaging needs. LiquidPixels LiquiFire® Dynamic Imaging Solutions create new online visual merchandising opportunities while driving down product photography, workflow, and production costs.

Trademark saw that LiquidPixels could meet a serious need for real-time visualization of Kids Creation's custom product offerings. The site now features a photorealistic configurator for the company's build-to-suit swing sets. Seeing custom, configured products exactly as they will be delivered increases conversions and reduces product returns, critical for high-value custom products. The "Design Your Own" configurator has helped Kids Creation configure over 9,000 swing sets in the first two months.

"In an increasingly mobile world, it's great to have a solution like LiquiFire that makes us less dependent on technologies such as Flash and Silverlight. This is particularly beneficial for consumers who want to see what they're purchasing before spending their hard-earned money. It's additionally beneficial for our clients who need to see the consumers' specifications before starting actual production," stated Dean Duncan Jones, COO/GM of Trademark Productions, Inc.

"Web designers who think out of the box are pushing the envelope forward for e-commerce," says LiquidPixels CEO and co-founder Steve Kristy. "LiquiFire dynamic imaging is a powerful toolkit. We're pleased to have partners like Trademark Productions identify new ways to use those tools and solve problems for online businesses in every market."

About Trademark Productions, Inc.

Launched in 1998, Trademark Productions is a professional web and SEO agency with over 15 years of experience in the field. Specializing in web design, custom web software development, consulting and internet marketing across all channels, Trademark has successfully developed and implemented custom solutions for hundreds of satisfied clients around the country. Find out more at tmprod.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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For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

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