

Providing University of North Texas (UNT) students with the latest imaging software to enhance e-commerce websites.

With LiquidPixels Dynamic Imaging Solutions, UNT students have the opportunity to learn how to implement LiquidPixels LiquiFire® dynamic imaging products and to understand the value the solutions bring to the retailer or business enterprise. This value includes:

- Operational efficiency enabling quicker site updates
- Reduced content production costs
- Enhanced visual merchandising, leading to higher conversion rates
- Cross-channel image delivery for the best responsive experiences

LIQUIDPIXELS AND UNIVERSITY OF NORTH TEXAS:

Shaping the Future of Web Development - One Graduate at a Time

As a founding member of the University of North Texas's Global Digital Retailing Research Center (GDRRC), the first interdisciplinary center in the U.S. with a complete focus on digital retailing as a research hub and resource for the e-commerce industry - LiquidPixels collaborates with faculty and other founding members to provide technology insights that ensure graduating students have hands-on experience in advanced technology solutions that effectively address the most demanding challenges facing the online retail industry today.

"We actually met the LiquidPixels team at the 2013 Shop.org Annual Summit," said Richard Last, Senior Director of GDRRC. "A group of our UNT students attending the event were curious about LiquidPixels's solutions and stopped by their booth to learn more. LiquidPixels was so impressed with our students' knowledge of the online retail industry and enthusiasm for understanding leading-edge technology, LiquidPixels contacted me to find out how they could get involved with our program," he concluded.

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Years later, LiquidPixels is still impressed. And now, to ensure students are provided with the latest and greatest technologies, UNT professor Sampath Pamidimukkala is incorporating LiquiFire® dynamic imaging solutions into his class. As part of the Merchandising and Digital Retailing program, students are learning the ins and outs of the LiquiFire® Operating System (OS) in the "Digital Authoring and Publishing Tools" class.



“Being able to view the software and see how it works – all the capabilities were impressive,” said UNT Digital Retail/Merchandising senior Devin Lozano, a student in the “Digital Authoring and Publishing Tools” class.

According to Professor Pamidimukkala, the class focuses on things to keep in mind when developing a website, ranging from user interface design, HTML coding, responsive design for varying display devices, and learning about different e-commerce platforms. Topics cover day-to-day basics regarding how companies manage e-commerce websites, how attributes are set, and how to use available tools and solutions such as the LiquiFire OS to enhance a website.

“Something we all noticed was that using static images of the wrong size really slows down the performance,” said Pamidimukkala. “But after using LiquiFire OS and incorporating dynamic imaging, we could see how the performance improved.”

Students also noted that using dynamic imaging is much more efficient when changing something on a website. It is much simpler managing all the images from one location at one resolution versus maintaining multiple directories of multiple image sizes for every picture.

“Knowing how LiquiFire works will be beneficial for us in the future,” said Taylor Gomez, a sophomore in the class at UNT. “It’s an effective part of our class. The new technology and knowing what’s out there will help us with internships and jobs.”

“Part of our class is to make our students well rounded so they can be better equipped after they leave UNT,” said Pamidimukkala. “And thanks to LiquidPixels, we can have dynamic imaging integrated into our class to show students how to manage, optimize, and keep their websites’ complexity down.”

With so many integrated services for e-commerce platforms (such as different software for payment processes, shipping, and imaging options,) narrowing the field can be difficult, according to Pamidimukkala.

“We never had an opportunity to integrate dynamic imaging services until our LiquidPixels partnership. We use their demos from their website to show how to change a shirt color, or automatically change text, or change fabric,” said Pamidimukkala. “This is tremendously helpful in showing the students how to operate their website and make it responsive to the needs of the user.”

About Us

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. If you’d like to find out more about us, we’d love to tell you. Contact us at LiquidPixels.com.

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