

FOR IMMEDIATE RELEASE

World Press Photo Powered by LiquidPixels LiquiFire Rich Media Solution

ROCHESTER, NY - February 12, 2010 – LiquidPixels, Inc. congratulates the winners of the 53rd World Press Photo Competition. The annual contest for professional photojournalist attracted nearly 6,000 entrants who submitted more than 100,000 images over a two-week period.

LiquidPixels is proud to have provided World Press Photo access to its LiquiFire[®] Dynamic Imaging platform. During the contest, LiquidPixels LiquiFire software facilitated high-speed uploading, reformatting, and presentation of the pictures to the contests' jury, who worked at the World Press Photo office in Amsterdam from January 30 to February 11, 2010 to select this year's winners.

Various sized images ranging from thumbnails to HD resolutions were required of every image. "Automatically generating over 700,000 variations from the uploaded images streamlined the production processes involved with the contest," said LiquidPixels CEO, Steve Kristy. "We're proud to have sponsored a critical piece of the imaging infrastructure to support this prestigious competition."

Together with its European partner, The Imaging Backbone, LiquidPixels built and supplied the online contest system. LiquiFire was selected due to its unmatched scalability, feature set, and native support of professional and open standards.

This year, entries were received from photographers in 128 countries, according to World Press Photo. The jury awarded prizes in ten themed categories to 63 photographers from 23 nations.

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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