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## Leading CXM Provider Brings Dynamic Imaging to Asia-Pacific Market

ROCHESTER, NY – February 25, 2015 – XyXon, Inc. is partnering with LiquidPixels, Inc. to bring true dynamic imaging capabilities to online businesses in Japan and the Asia-Pacific. LiquidPixels LiquiFire<sup>®</sup> Dynamic Imaging Solutions streamline the production and distribution of online image assets and enable on-demand visualization of custom products. LiquidPixels has served e-commerce businesses in the Americas, Europe, and South Pacific for fifteen years. XyXon will be the exclusive reseller of LiquiFire solutions to the full Asia-Pacific region, bringing this revolutionary technology to new markets.

Any online businesses in the Asia-Pacific will be able to acquire LiquiFire Dynamic Imaging Solutions from XyXon and deploy any of its features, from automated Web-to-print to dynamic text previews. Plus, users of XyXon's industry-leading HeartCore CXM will be able to leverage the personalization data already at their fingertips to create unique online imaging experiences for their customers. HeartCore CXM offers a superset of content management and automated marketing tools, including real-time content customization and easy management of device-specific content and responsive design. Using LiquiFire to generate customized images based on this data is a natural extension of HeartCore's power.

"We are excited to announce LiquiFire dynamic imaging capabilities to our customers," said XyXon CEO Sumitaka Kanno. "There is much demand for better custom product visualization and interactive image viewers, and LiquidPixels solutions support these experiences across all devices and platforms."

XyXon selected LiquidPixels as their dynamic imaging partner for several major reasons: true on-demand image rendering offers the ultimate in back-end workflow automation and image preparation flexibility; server-side rendering with LiquiFire offers a powerful and scalable solution for delivering responsive images to any platform or device; and the two companies share a focus on high-quality customer care and on continuously improving the online experience.

LiquidPixels CEO Steve Kristy said, "XyXon is the ideal partner to introduce LiquiFire dynamic imaging to the full Asia-Pacific region. XyXon's emphasis on responsive design, dynamic content, and a seamless customer experience exemplify what we value in a partner: forward-thinking, and making the Web a better place to conduct business."



## About XyXon, Inc.

XyXon, Inc. believes in delivering infrastructure that responds quickly to corporate management needs. Its flagship product, HeartCore, is a powerful integrated web platform that makes it easy to implement functions for developing, editing, updating, analyzing, searching, and controlling access to content. XyXon's tools are designed to support the full spectrum of Web products, from e-commerce to blogs, and to adapt to the rapidly changing needs of end users. Learn more at [XyXon.co.jp](http://XyXon.co.jp).

## 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](http://LiquidPixels.com).

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