

FOR IMMEDIATE RELEASE

# LiquidPixels Announces New Collaboration with mediaspa

## A creative partnership for superior e-commerce experiences.

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LiquidPixels, Inc., the global leader for dynamic imaging solutions, and mediaspa, a full-service e-commerce agency, announce a new partnership to deliver best-in-class imagery, strategy, and development in e-commerce.

LiquidPixels LiquiFire® Operating System (OS) empowers e-commerce companies to incorporate dynamic imaging into their websites and emails. This enterprise-class functionality enables online shoppers to quickly create and view custom products before purchasing. Mediaspa is a full-service e-commerce agency providing the core services of strategy, design, development, and optimization of e-commerce applications.

"The key to any successful e-commerce project is being able to translate the customer's vision of design and functionality," says Steve Kristy, CEO of LiquidPixels. "Mediaspa has demonstrated the ability to create visually stunning work and to embed state-of-the-art business logic and functionality into these e-commerce sites. This business logic is able to capitalize on the power of our LiquiFire Image Chains™ to produce intelligent product configurators and user experiences."

Mediaspa's CEO, Gary Benerofe, describes the partnership as follows, "Mediaspa clients often need a scalable solution for rendering dynamic images, especially when powering product configurators with thousands of variations. After regularly partnering with LiquidPixels to create such solutions, we realized there was more we could accomplish together. As we deepen this partnership in the coming months, we'll be better-equipped to deliver striking e-commerce experiences while solving the growing pain point of photography expense."

Benerofe continues, "Helping merchants grow their direct-to-consumer e-commerce business is a core mission of mediaspa. To do this, we fight to differentiate our customers' websites from their other selling channels (e.g. Amazon, eBay). LiquidPixels helps us accomplish this task by partnering to power robust custom product configurators for Shopify Plus and Magento clients, delivering unique buying experiences that can't be replicated elsewhere."

LiquiFire OS transforms a single master image into a new size and format, as well as controls its compression level. At the moment an image is presented, LiquiFire OS creates the necessary version on demand.

"Solidifying a partnership with a company like mediaspa was obvious to us," says Kristy. "They have the ability to work within tight customer deadlines while still delivering world-class design and development. They work tirelessly to exceed all customer expectations."



Built on open standards, LiquiFire Dynamic Imaging Solutions integrate into existing web and workflow environments, enhancing product creation and visualization while reducing production costs. The patented technology is available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customers' unique needs. The technology stack enables consumers to customize merchandise and view their changes on demand, instantly, and on any device.

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## About LiquidPixels

LiquidPixels leads the imaging revolution. Built on open standards, our LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. Founded in 2000, LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each of our customers' unique needs. For more information, visit us at [LiquidPixels.com](http://LiquidPixels.com).

**Contact:** Bruce G. Owens, Jr.

**Email:** [sales@liquidpixels.com](mailto:sales@liquidpixels.com)

**Phone:** 866-808-4937 (x301)

## About mediaspa

Mediaspa is a full-service e-commerce agency passionate about replacing chaos with automation, productivity, and online profitability. Their staff of designers, developers, solution architects, business analysts, and project and account managers are tasked with the most complex of projects, and that is where they thrive. Mediaspa continually tests and implements the latest e-commerce technologies to help the businesses of clients perform better, faster, and more profitably. Mediaspa is a Magento Professional Solution Partner with Commerce, Commerce Cloud, and Open Source expertise (M1 & M2), as well as a Shopify Plus Agency Partner.

**Contact:** Allison Williams

**Email:** [info@mediaspa.com](mailto:info@mediaspa.com)

**Phone:** 914-921-3200

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