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LiquidPixels and theImagingBackbone form alliance to deliver LiquiFire Imaging Solutions

ROCHESTER, NY – May 10, 2005 – LiquidPixels, Inc., the leading provider of dynamic imaging solutions and theImagingBackbone BV, a Netherlands-based systems integrator and solutions provider have formed a multi-country distribution agreement. TheImagingBackbone will integrate and resell LiquidPixels products and services as well as directly integrate LiquiFire® technologies into theImagingBackbone branded solutions.

TheImagingBackbone specializes in providing digital asset management, workflow optimization, and dynamic imaging solutions for brand and marketing management, agencies, and publishers. By providing consulting, services, and implementing the best available solutions in the market, theImagingBackbone helps content creators, content users, and content owners to evaluate existing workflows and create best-of-breed “collect-and-manage“ environments for print, web and mobile. LiquidPixels provides the most robust dynamic imaging platform capable of serving the needs of theImagingBackbone’s customers across all markets.

“LiquiFire’s personalization, mix-and-match, and real-time data integration, as well as its core dynamic imaging capabilities are just some of the many benefits we can instantly offer our customers. With LiquiFire, theImagingBackbone can now provide elegant solutions involving complex imaging tasks – without disrupting our customers’ existing workflows,” stated Mike Brands, Managing Director of theImagingBackbone.

LiquiFire Dynamic Imaging Solutions easily integrate with customer workflows, allowing flexibility and scalability for the online image experience while reducing overall costs. LiquiFire customers can automate current processes as well as extend imagery well beyond standard online industry practices.

“We are very excited,” said LiquidPixels CEO Steve Kristy, “to have a solutions provider such as theImagingBackbone deliver LiquiFire-based dynamic imaging solutions in European markets. Since opening our doors for business in 2000, we have received a steady stream of inquiries from companies throughout the European Region. Having a local presence will enable LiquidPixels to better serve the needs of the European community.”

TheImagingBackbone is representing LiquidPixels LiquiFire solutions with displays at the Grafivak 2005 exhibition May 10-13 in the Amsterdam RAI.



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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