

LiquiFire® Operating System

Images Designed for the Web



BUSINESS CHALLENGE

When it comes to innovation, you need all hands on deck. Your focus must be driving your business objectives, not laboring through manual processes. Automation saves time and resources. And more automation means less human error, improved operational efficiency, and faster website updates.

Now, we don't want to get rid of humans altogether. Computers don't strategize and certainly can't create. But they do find, retrieve, and process large amounts of data faster and more efficiently than any human. Optimizing your processes to leverage both computer and human strengths will positively impact your business. Leave the strategy discussions and creativity to the humans – let them develop innovative approaches for propelling your business forward. Leave the work of modifying images on your website to the computers.

HOW THIS AFFECTS YOU

Graphic designers, web designers and developers, and graphic artists are valuable resources that you want focused on creative activities such as capturing the best imagery, enhancing presentation, and keeping the functionality of your website fresh and exciting. You want their time dedicated to improving the shopping experience for your online customers. If these employees are spending hours on end altering master images manually, or even managing repetitive processes, it's a waste of their time and your money.

WHAT IF YOU COULD...

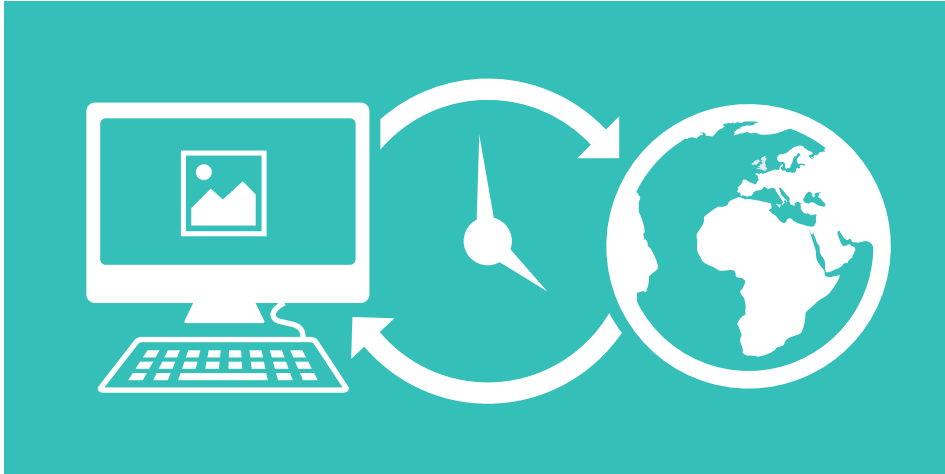
- Produce high-quality imagery to convert more online shoppers into buyers?
- Reduce deployment time and save your designer from creating and managing new images from the master?
- Streamline your publishing workflow?



According to a survey in an online store, customers believe the quality of a product's image is more important than product-specific information (63%), a long description (54%), and ratings and reviews (53%).

Source: 6 Powerful Reasons Why You Should Include Images in Your Marketing - Infographic
<http://www.jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/>

LiquidPixels imaging solutions enable you to make your images dynamic – allowing you to show your customer an accurate picture of the contemplated purchase. Whether it's decorating the baby's new nursery or customizing the perfect luxury car, LiquiFire® Operating System (LiquiFire OS) gives your customers the best personalized shopping experience. Viewing customized products shown exactly how they'll be delivered after purchase leads your customer to click "buy" instead of leaving their cart abandoned.



So how is it done? LiquiFire OS will retrieve your master image from any location using our Assets from Anywhere™ feature and, in real time, create new images on demand to help your customer see exactly what they are purchasing. This solution can be delivered to you through our LiquiFire Hosted Service™ or, for those who need to see the lights blink, through our LiquiFire™ Imaging Server, which can be tailored to your specific needs and requirements.

With LiquiFire solutions, you have the ability to increase your sales conversion rates by improving the customer viewing experience on the web. See how that dress looks in green or blue. Or try out a sporty trim on that new SUV. In both cases, LiquiFire OS can generate any image your customer wants to see in real time, helping them to make the decision to buy from you instead of your competitors.

LiquiFire Hosted Service is a SaaS service backed by a service level agreement. With no up-front capital cost, the service is flexible and can deliver your image to any type of device, anywhere in the world.

LiquiFire Imaging Server is a custom-configured server optimized for high-speed image creation, manipulation, and delivery. It is designed to meet your capacity, performance, and fault-tolerance requirements while maintaining the flexibility to meet your growing imaging needs over time.

WHAT YOU GAIN

LiquidPixels imaging solutions revolutionize the shopping experience. You will enjoy benefits such as:

- Increased revenue through enhanced shopping experience
- Easy integration into your current workflow
- Reduced photography costs
- Streamlined image management
- More time for creative innovation

LiquidPixels®

About Us

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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