

## LiquiFire® Resolve™

Sharpest Images Delivered to Any Device



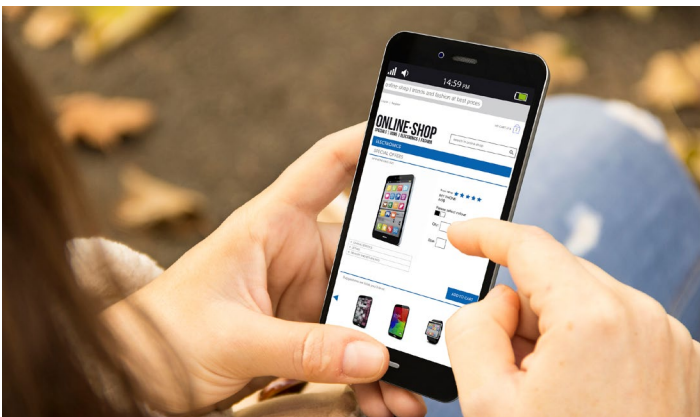
### BUSINESS CHALLENGE

A responsive website is essential for any business, especially one in the e-commerce industry. A personalized, technologically-transparent experience ensures website stickiness and exploration – that is, your customers will shop with you and not the competition.

Critical to a successful website is faithfully presented imagery. Once high-quality product photography is available, it is crucial your images are presented sharp and fast – on all devices. Creating device-specific imagery is prohibitive with so many different devices on the market today. Rapidly showcasing sharp, responsive imagery on your site without manual processing is the key to a successful e-commerce business.

### WHAT IF YOU COULD...

- Optimize one master image for any browser on any device?
- Enhance your responsive design while optimizing image load times?



### HOW THIS AFFECTS YOU

Optimizing image compression – the quality-to-size trade-off – is the best place to start. An uncompressed image will result in slow loading times, unnecessary for most devices. A heavily-compressed image will enable smaller file sizes but will cripple image quality. LiquiFire® Operating System (OS) can automatically choose the ideal compression on demand.

Today, a pixel isn't just a pixel. Modern devices, from mobile phones, to tablets, to the desktop, contain displays comprised of two or more times the pixel density historically available. Displaying your content at the device's native resolution would result in minuscule text, navigation, and imagery. The result: while text can be rendered at the device's native resolution without intervention, browsers today double (or triple) image content pixels.

To prevent the blurring from simple pixel doubling, each image displayed must be uniquely altered specifically for the device. You need to manage image format and compression, image containers' width and height, and the device pixel ratio. The sheer number of devices on the market today makes the number of possible images you need endless. Devices with different screen sizes and display densities are everywhere. You need a website that is responsive and can be presented on a desktop, a tablet, a mobile device, or a laptop without losing any content, sharpness, or performance.

*70% of mobile searches lead to online action within an hour.*

Source: <http://www.convinceandconvert.com/mobile/7-mobile-marketing-stats-that-will-blow-your-mind/>

## NOW YOU CAN - WITH LIQUIDPIXELS LIQUIFIRE RESOLVE

LiquidPixels LiquiFire Resolve™ is the solution that will help your business save time and money, allowing them to present the best looking website regardless of the device.

Until Resolve, the option that most companies used was a combination of:

- A generously-compressed image
- A responsive website
- A single image in multiple different pre-created sizes

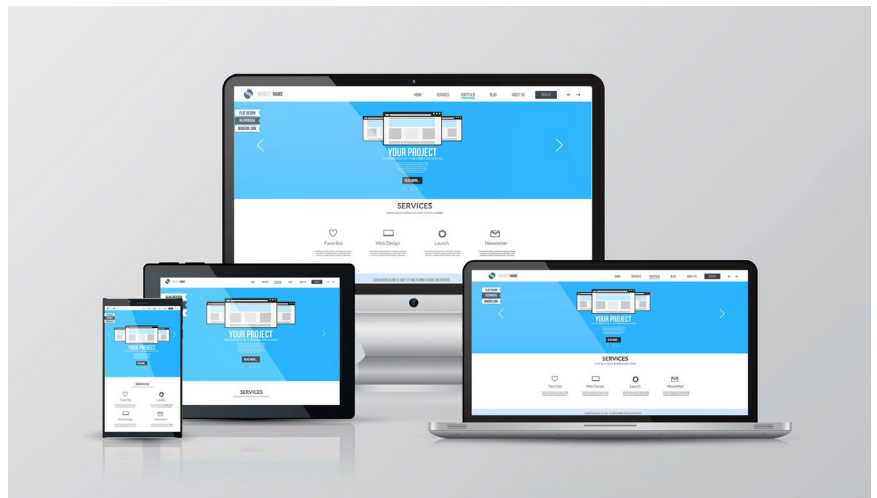
While this does address your problem, it is far from optimal. To address the demands of responsive design, you must deliver an image that is bigger than the container it is being viewed in most of the time. This focus on worst case scenarios degrades performance, especially over mobile networks. You can also manually prepare your images at multiple sizes. But preparing and managing thousands of images is daunting, time consuming, and unnecessary.

## LIQUIFIRE HOSTED SERVICE

LiquiFire Resolve will help you create a website that is:

- Responsive to the needs of your views
- Dynamic, with crisp, optimally-sized imagery
- Optimized for a successful user experience

Image delivery today requires on-the-fly knowledge of your website, your user's device, and the page presentation. Let LiquiFire Resolve optimize your image delivery automatically.



## WHAT DOES RESOLVE NEED IN ORDER TO PERFORM OPTIMALLY?

Starting with a high-resolution master image every time each visitor views your website, Resolve will analyze the images and determine the optimal image size based on the specific device and the size of the image container. With the power of our LiquiFire OS, Resolve will deliver the exact image needed to be sharp and fast. On demand.

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

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