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LiquidPixels and theImagingBackbone form alliance to deliver LiquiFire Imaging Solutions

Dutch solutions provider to integrate and deliver LiquidPixels' products and services throughout multi-country European region

ROCHESTER, NY – (PRWEB) – 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 tIB 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 tIB'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, tIB 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 are able to automate current processes as well as extend imagery well beyond standard on-line industry practices.

“We are very excited,” said LiquidPixels’ CEO Steve Kristy, “to have a solutions provider such as theImagingBackbone to 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, Inc.

LiquidPixels is the leading supplier of enterprise-level dynamic imaging solutions. Since their introduction in 2000, LiquiFire imaging servers have streamlined image workflow to dramatically reduce costs while enhancing the online user experience and increasing the likelihood of purchase. LiquidPixels makes its patent-pending technology available as a hosted service or via on-site enterprise servers with tailored solutions for customers with unique needs. A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, visit www.liquidpixels.com, call 866.808.4937, or write to info@liquidpixels.com.

About theImagingBackbone

theImagingBackbone is the independent professional supplier of modular solutions in Digital Asset Management, Imagery optimization and dynamic imaging for brand- and marketing management, publishing and eCommerce. theImagingBackbone creates Collect-and-Manage environments for print, web and mobile technologies, based on the needs of content creators, content users and content owners. theImagingBackbone solutions comply with open industry standards and proven technologies. Any user can manage, improve or re-use digital assets more efficiently whilst eliminating redundancy and saving time and money. For more information, visit www.theImagingBackbone.com, call +31 20 580 09 50, or write to info@themaba.com.

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