

FOR IMMEDIATE RELEASE

World Press Photo Powered by LiquidPixels' LiquiFire Rich Media Solution

LiquiFire, the ultimate Dynamic Imaging platform, provides digital imaging services for the worldwide professional photography competition

AMSTERAM, NL AND ROCHESTER, NY – (PRWEB) – February 12, 2010 – LiquidPixels, Inc. congratulates the winners of the 53rd World Press Photo Competition. The annual contest for professional photojournalist attracted nearly 6,000 entrants who submitted more than 100,000 images over a two-week period.

LiquidPixels is proud to have provided World Press Photo access to its LiquiFire Dynamic Imaging Platform. During the contest, LiquidPixels' LiquiFire facilitated high-speed uploading, reformatting, and presentation of the pictures to the contests' jury, who worked at the World Press Photo office in Amsterdam from January 30 to February 11, 2010 to select this year's winners.

Various sized images ranging from thumbnails to HD resolutions were required of every image. "Automatically generating over 700,000 variations from the uploaded images streamlined the production processes involved with the contest," said LiquidPixels' CEO, Steve Kristy. "We're proud to have sponsored a critical piece of the imaging infrastructure to support this prestigious competition."

Together with its European partner, The Imaging Backbone, LiquidPixels built and supplied the online contest system. LiquiFire was selected due to its unmatched scalability, feature set, and native support of professional and open standards.

This year, entries were received from photographers in 128 countries, according to World Press Photo. The jury awarded prizes in ten themed categories to 63 photographers from 23 nations.

About LiquidPixels, Inc.

LiquidPixels is a leading supplier of advanced on-demand Rich Media solutions. Premium brand companies utilize LiquidPixels as their Dynamic Imaging partner for Personalized Products, Customized e-Mail, Product Configurators, Interactive Zoom, Automated Imaging and Print Production and much more. Built on open standards, LiquiFire seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels Dynamic Imaging technology is unsurpassed in the industry, as is our commitment to do what it takes to exceed our customer's expectations and ensure their success. A privately held company, LiquidPixels operates facilities in Rochester, NY, Boston, MA, and Amsterdam, The Netherlands. For more information please visit www.liquidpixels.com.

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LiquidPixels' LiquiFire is covered by patent 7,109,985. Other patents pending.