



Texture draping allows stock or customized products to be shown exactly as ordered



Colorization renders any product in any available color



Zoom-and-Pan shows off product quality and detail

### Superior Imaging Solutions for a Superior Customer Experience

Seeing is believing. LiquiFire, the LiquidPixels signature suite of Dynamic Imaging solutions, allows shoppers to visualize their finished product down to the finest details. Previewing features such as color, pattern, and texture is fun and interactive — and drives sales.

With LiquidPixels LiquiFire, customers experience real-time customization of products shown exactly as they will be delivered. Change the flooring in a room layout from wood to tile, add a team logo to a sweatshirt in your favorite color, or mix-and-match accessories for an evening gown: the possibilities are virtually unlimited. Visualizing the finished product increases customer confidence, leading to higher conversion rates and more repeat customers. Plus, fewer product returns and a shorter sales cycle decrease costs.

### Deliver Dynamic Images Everywhere, Quickly and Easily

Our dynamic content delivery is cutting edge — but it's also easy to use. Our tools are designed to help you adapt to an ever-changing marketplace, too. Shoppers expect robust imaging not just within your E-Commerce website, but in browser-based mobile websites, mobile applications, marketing E-Mails, E-Catalogs, and more. However you choose to reach out to potential customers, LiquiFire will effortlessly deliver.

### Smarter Asset Management

Dynamic Imaging dramatically reduces the number of expensive visual assets that need to be created and maintained while increasing their impact to your customers. Your team uses familiar tools, augmented with simple language commands, to streamline production and display visual content on the fly.

LiquidPixels' flexibility and exceptional service will bring your imaging to the next level, enabling you to offer your customers truly personalized one-to-one marketing initiatives.

At the same time, your content production team will experience a huge reduction in the number of visual assets that need to be created, organized, stored and updated. Our tools free your creative staff to do what they do best: Create.



## LiquiFire: The Powerful, Flexible Dynamic Imaging Solution

Create effective and engaging experiences that drive results:

- Increase revenues and conversion rates
- Increase customer satisfaction — more repeat customers
- Reduce returns
- Reduce sell cycle for customized products

As the demand for image-rich content grows, count on LiquidPixels to help you deliver real-time results, everywhere, including E-Commerce and M-Commerce websites, mobile applications, E-Mail campaigns, E-Catalogs, and more.

Our rich media solutions and services enable you to quickly, easily, and very cost effectively make all of your static images and graphics dynamic:

- Reduce costs associated with taking, managing, editing, and publishing images
- Improve operational efficiency — faster updates with less labor
- Exceptional customer support and training
- Available as a hosted service or fully supported onsite imaging server
- Exclusive Assets from Anywhere™ technology leverages your images instantly, wherever they're located
- Easy integration into your workflow
- Standards-based architecture

## Dynamic Imaging Solutions

**LiquiFire Zap** provides an affordable core set of tools required for many rich media publishing needs. Four zoom and pan viewers, including our latest innovative 360° Spin & Zoom Viewer, and robust automatic image resizing provide a solid foundation from which to publish your site's imagery. Automatic "click for larger view," intelligent image enhancement, and on-the-fly image-format conversion are all there at your fingertips.

**LiquiFire Blaze** provides the ultimate toolset to let you create engaging, creative rich media for digital and print experiences. LiquiFire Blaze includes enterprise-class capabilities to deliver fun and interactive features like Personalization, Customization, Colorization, Fabric Draping, and much more. LiquiFire Blaze includes all of the presentation capabilities available in LiquiFire Zap.

For additional information about LiquidPixels Servers, LiquiFire Solutions, and how they are solving imaging challenges across the retail, Internet marketing, Internet advertising, content management, and other industries, please contact LiquidPixels today.

## Applications and Services

**LiquiFire Station** is a world-class Content Management and Workflow Management solution for E-Commerce and Web-based imaging needs.

**LiquiFire E-Catalog** integrates your existing print media online in an interactive, browsable environment.

**LiquidPixels Professional Services** include product photography, image retouching, and E-Catalog preparation.



# Visualizing E-Commerce®

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