

FOR IMMEDIATE RELEASE

## **LIQUIDPIXELS DYNAMIC IMAGING WILL SHOWCASE ITEMS FROM “THE GREAT BIG AMERICAN AUCTION”**

Heritage Auctions utilizes the cutting-edge Dynamic Imaging platform from LiquidPixels, Inc. to manage images on the world’s most-visited auction house website.

ROCHESTER, NY – (PRWEB) – DECEMBER 7, 2011 – LiquidPixels, Inc., preeminent provider of rich media solutions for E-Commerce, is pleased to see long-time customer Heritage Auctions in the spotlight with the premier of ABC’s “The Great Big American Auction” (Thursday, December 8, 2011).

Assisted by the experts at Heritage Auctions, star Ty Pennington changes people’s lives by revealing the extraordinary value of what they thought were ordinary finds. The auctioned items will be available to view in exquisite detail on HA.com and on the Heritage Auctions app for iPhone and iPad — an experience enabled by LiquidPixels’ advanced Dynamic Imaging technology.

For over four years, every image available to members of the Heritage Auctions community has been delivered by LiquiFire®, the powerful server-side image rendering engine innovated by LiquidPixels. LiquiFire enables Web users to view and manipulate incredibly high-resolution images at lightning speeds.

“For auction bidders, the ability to see the finest detail of an item is crucial. To meet this need, Heritage Auctions uses product images that are thousands of pixels in dimension. Images this size would paralyze Web browsers using standard methods,” says Brian Carpenter, Heritage Auctions’ V.P. of Information Technology, “but LiquiFire handles them effortlessly.”

### **About LiquidPixels, Inc.**

LiquidPixels is the leading supplier of advanced Dynamic Imaging 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. Built on open standards, LiquidPixels technology seamlessly integrates into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels, Incorporated, operates facilities in New York, Massachusetts, and the Netherlands.

### About Heritage Auctions

Heritage Auctions is the largest collectibles auctioneer and third largest auction house in the world. We are also the undisputed Internet leader in our field. Our 690,258 registered online bidder-members are a testament to the usefulness of our website, our reputation for professional business practices and our vast expertise in the field of art and collectibles. We give our customers unprecedented access to our services using the latest advancements in technology and by maintaining a strong presence in the collectibles community.

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