

FOR IMMEDIATE RELEASE

LiquidPixels, Inc. Expands Organization and Infrastructure to Support Ongoing Growth

Strong market demand for their premium LiquiFire® dynamic imaging solutions fuels continued company growth.

ROCHESTER, NY – (PRWEB) – March 6, 2012 – LiquidPixels, Inc., a leading supplier of enterprise-class dynamic imaging solutions for E-Commerce, closed out 2011 with record revenues. Building on this momentum, the privately held company is entering its twelfth year of operation with aggressive plans for expansion.

CEO Steve Kristy says, “When we introduced true on-demand dynamic imaging twelve years ago, it was revolutionary. Today, it’s table stakes for any company using a high volume of images to sell products and services online. LiquiFire enhances online visual merchandising in previously impossible ways and provides incredible value from a time- and cost-saving perspective. We’ve been doing this longer than anyone else; it’s been gratifying to see how our solutions have both evolved the online shopping experience, and helped transform the way images are handled on the Web.”

To accommodate its expanding team, LiquidPixels product development headquarters is moving to new offices in the Boston suburb of Bedford, Massachusetts. The facility has been remodeled with optimized conditions to build and support the company's industry exclusive on-site imaging servers. Because of the extraordinary processing demands of high-speed, real-time digital image rendering, each LiquiFire imaging server is custom configured by experienced staff. For customers who take advantage of the company’s cloud-based dynamic imaging services, LiquidPixels maintains world-class data centers in the United States and Europe to ensure maximum image processing and delivery speed.

LiquidPixels can be found at leading E-Commerce events throughout the year, including the landmark Internet Retailer Conference and Exhibition (IRCE 2012, June 5-7 in Chicago) and Shop.org’s Annual Summit (September 10-12, Denver). “We’re growing the way we want to,” says Kristy, “one delighted customer at a time.”

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 makes its patented technology available as a hosted service or via on-site enterprise servers with solutions tailored to each customer's unique needs.

LiquidPixels operates facilities in New York, Massachusetts, and the Netherlands.

For more information, contact:

David K. Jones
V.P., Sales & Marketing
LiquidPixels, Inc.
866-808-4937 x319
djones@liquidpixels.com
twitter.com/LiquidPixels

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