

LiquidPixels®

True On-Demand Dynamic Imaging

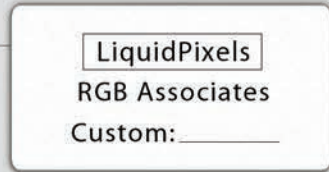
IMAGE COMPOSITING



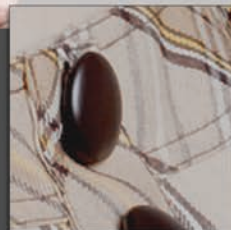
FABRIC DRAPING



TEXT HANDLING



COLORIZATION



LiquiFire®

Dynamic Imaging Solutions from LiquidPixels

Give your customers what they want: compelling, interactive shopping on any device, in any language, in any format. LiquidPixels provides all the tools you need with LiquiFire dynamic imaging solutions. Our patented server-side image rendering method delivers even the most complex product configuration or high-resolution image on-demand, in real time.

True on-demand dynamic imaging with LiquiFire increases customer confidence. You'll see higher conversion rates and fewer product returns — and most importantly, more satisfied and loyal customers.

LiquiFire dynamic imaging revolutionizes image handling on the Web. By automating mundane tasks and dramatically reducing the volume of visual assets that need to be created and maintained, we streamline your publishing workflow and free your creative team for high-value tasks.

LiquidPixels designs solutions for easy integration and long-term flexibility. Built on open standards, the LiquiFire rich media platform will support your existing Web and workflow environments and can be accessed via on-site server appliances or in the cloud.

“LiquiFire is the only Dynamic Imaging solution you’ll ever need.”





LiquiFire Zap

Essential Dynamic Imaging

Sometimes you just need a few perfect tools. LiquiFire Zap offers a set of core dynamic imaging capabilities designed for maximum utility and value. This solution has all the features critical to best-practice online imaging today, and has the flexibility to adapt as the needs of your enterprise change.

Automatic Image Resizing allows you to effortlessly deliver the appropriate size of an image to your website, mobile app, and e-catalog — any size, anywhere, all from one master image. LiquidPixels' tiled image delivery method ensures that high-resolution images will always load quickly.

Interactive Viewers offer plug-and-play convenience to put engaging product experiences at your customers' fingertips. Since Zoom and Pan debuted with the original LiquiFire Series twelve years ago, the feature has become a building block of e-commerce.

LiquiFire Zap solutions include:

- **Magnifying Glass**
- **Zoom and Pan**
- **Multi-Image Zoom and Pan**
- **360-Degree Spin**



All viewers support "pinch to zoom" for easy mobile deployment



ONE MASTER IMAGE



DELIVERED IN ANY SIZE, AUTOMATICALLY

Use the same asset for every venue:

- [Click for larger view](#)
- [Thumbnails](#)
- [Search results](#)
- [Product pages on Web, mobile, or e-catalog](#)



LiquiFire Blaze

Superset of Advanced Imaging Features

Consumers demand tailored content they can access across the spectrum of devices. LiquiFire Blaze enables advanced experiences that range from virtual dressing rooms to targeted one to one e-mail campaigns, and that can be easily optimized for any display.

LiquiFire Blaze includes all capabilities available with LiquiFire Zap, and goes beyond to offer you the most complete set of dynamic imaging features available anywhere, including:

- **Image Compositing**
- **Advanced Text Handling**
- **Colorization**
- **Fabric Draping**
- **Flowing Full Page Layout**
- **Layering and Multiple Frames**
- **Rendered Special Effects**

LiquidPixels' industry-unique Assets from Anywhere™ capability allows you to keep and manage your assets in any network-accessible location. To fully realize the benefits of comprehensive digital asset, publishing, and workflow management, extend your LiquiFire Blaze solution with tightly integrated LiquiFire Station and LiquiFire E-Catalog .

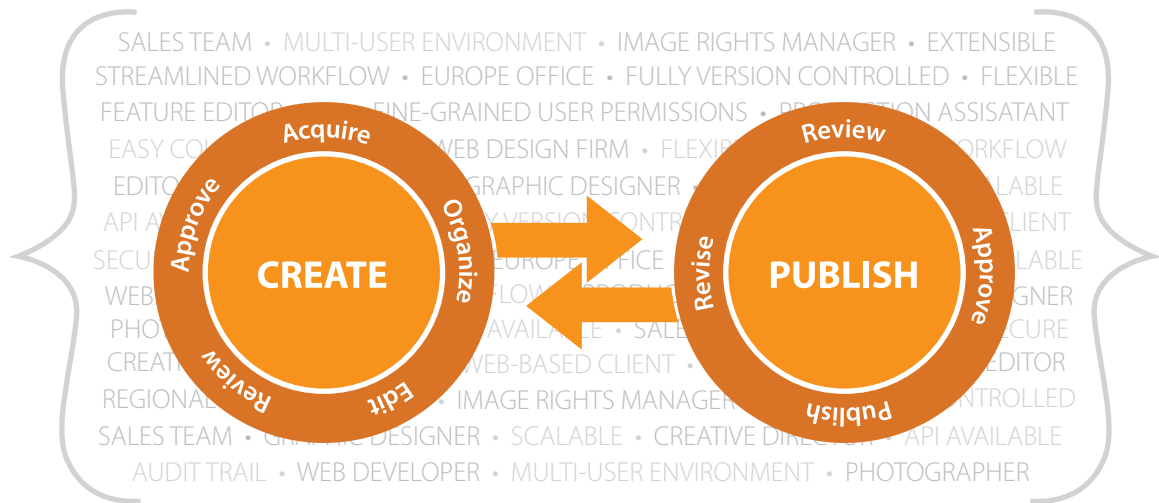




Digital Asset, Publishing, and Workflow Management

From the time a raw asset is acquired to the moment it's published in any format you choose, browser-based LiquiFire Station gives you fine-grained control over its lifecycle. Permissions are set per user, not per group. Together with full version control, this creates a convenient and highly secure multi-user environment.

LiquiFire Station comfortably manages digital assets of any type, from vector images to color profiles to fonts to video. It's powerful, it's flexible, and unlike other asset management solutions, it doesn't force you to change your workflow: LiquiFire Station adapts to you, not the other way around.



YOUR WORKFLOW STAYS THE SAME. YOUR JOB GETS EASIER.



LiquiFire E-Catalog

Rethink the Catalog Experience

Drive sales with interactive browsing in a familiar format using the LiquiFire E-Catalog publisher. Draw connections between your products by linking within your catalog, to external sites or product pages, or to a product configurator; and go beyond the expected by offering instant customization within the E-Catalog itself.

Extend the Selling Power of Print

LiquiFire E-Catalog makes it easy to get the most out of your print materials by bringing them online. Sales fliers, catalogs, ads: once you Liquify collateral, you simplify the update process, add interactivity, and transform readers to buyers.



LiquiFire Blaze has a built-in barcode generator, giving you another tool with which to bring customers into your online environment.





Our Data Centers...

Delivery

LiquidPixels

Hosted Service

All LiquiFire solutions are available as a cloud service. With racks of LiquiFire Imaging Servers clustered in our world-class datacenters, we offer you security, speed, performance, and simplicity through a flexible subscription model. Multiple tiers allow you to tailor your service as your imaging needs evolve.

LiquidPixels Hosted Service is the cost-effective, hassle-free answer to handling seasonal demand. And if you'd like the additional benefits of a CDN, LiquidPixels can either accommodate the third party solution of your choice or provide an optimized bundle from our preferred partner.

All the Power of LiquiFire Dynamic Imaging, in the Cloud

...Or Yours

Options

LiquidPixels

Imaging Server

Install our powerful Imaging Servers in your own datacenter. This is a delivery method unique to the category and is ideal for enterprises requiring complete control over their infrastructure. We'll work with you every step of the way to ensure your solution is integrated flawlessly into your existing environment.

Appliances are pre-configured with your LiquiFire solution by experienced LiquidPixels staff, and delivered as a complete turn-key system that installs in minutes. We provide comprehensive monitoring, maintenance, updates, and support.



Fully-supported LiquiFire Dynamic Imaging Servers Installed On-Site

So Just How **POWERFUL** /S LiquiFire?

What word processors once did for the written word, LiquiFire is doing for images on the Web. Individual components of an image may be changed on the fly, in real time, incorporating data available at that instant. At LiquidPixels, we're not just giving you a marketing tool with limitless possibilities —

We're making your job easier, and technology better.



6,000

Instant results

in ANY size
in ANY format
to ANY device

And if you allow users to upload their own photos, or type in their own text, or enter their own coordinates...well, you're multiplying possible results by infinity.

Think about it.

Welcome to the imaging revolution.

Production Services are available to complement your LiquiFire implementation. For more information, please contact an account representative or visit liquidpixels.com/services/.



Digital
Asset Preparation



Custom
LiquiFire Modules



E-Catalog
Preparation



Product
Photography

x 20

x 6

5

x 10



Visualizing E-Commerce

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