

FOR IMMEDIATE RELEASE

## LiquidPixels Announces LiquiFire OS 4.1 at Shop.org

Advanced Typography, Amazon S3 Integration, and performance improvements – LiquidPixels Dynamic Imaging Solutions.

ROCHESTER – September 23, 2016 – The company that introduced the world to dynamic imaging more than 16 years ago continues to revolutionize personalization and customization for the e-commerce industry. LiquidPixels will be exhibiting at [shop.org](#) Retail's Digital Summit in Dallas.

[LiquidPixels](#) continues to bring exciting, powerful features added to their already superior LiquiFire Operating System (OS). “The release of LiquiFire OS 4.1 provides significant features requested by our customers, indicating continued strong demand for our solutions within the industry. Dynamic Imaging plays an increasingly key role within today’s modern e-commerce websites – enabling data-driven, real-time product customization, and responsive content. Dynamic Imaging allows sites to automatically optimize image delivery to the wide range of mobile, tablet, and desktop devices, while automatically using the full resolution of HiDPI screens,” said Marc Spencer, LiquidPixels CTO.

This latest release of LiquiFire OS features upgrades to the LiquidPixels LiquiFire Assets From Anywhere™ technology, adding direct access to Amazon S3 objects and a powerful rewrite rules engine, incorporates amazing Advanced Typography features, and expands our powerful asset tracking tools.

The comprehensive [LiquidPixels LiquiFire Suite](#) of solutions provide high-quality, interactive imaging for every media-rich e-commerce site. Retailers from all over the globe incorporate LiquidPixels Dynamic Imaging Solutions to provide their online shoppers with the most customized shopping experience.

“Our designers use LiquiFire OS to overlay fabrics and had no problems getting started,” said Angelo Simeoni, SquadLocker. “Within the first day we were up and running, making Assets using the LiquiFire Solution. It’s really a simple tool, it’s easy to use, and the results create a huge impact for our end users.”



## About LiquidPixels, Inc.

LiquidPixels leads the imaging revolution. Built on open standards, our LiquiFire Dynamic Imaging Solutions integrate 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 that may be tailored to each of our customer's unique needs. If you'd like to find out more about us, we'd love to tell you. Contact us at [LiquidPixels.com](http://LiquidPixels.com).

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