LiquidPixels®

True On-Demand Dynamic Imaging

Image Compositing
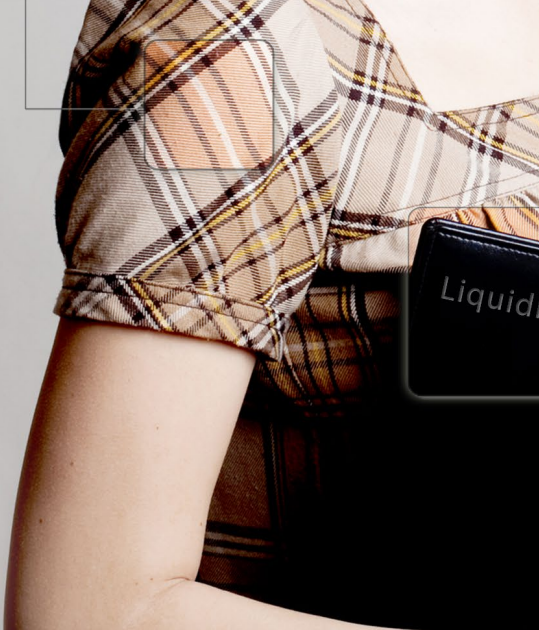
Fabric Draping

Text Handling
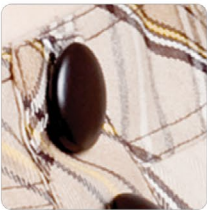
LiquidPixels
RGB Associates
Custom: _____

Colorization

LiquidPixels

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 simple, elegant, and industrial-strength."

-Brent Bamberger, CreativeGuy, Ink.

Interactive Image Viewers for zoom and pan, 360 product views, and more

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 or mobile

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 product page, shopping cart, and mobile app — 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, the feature has become a building block of e-commerce.

Features available with LiquiFire Zap and LiquiFire Blaze

- Automatic Image Resizing and Reformatting
- Pure HTML Interactive Image Viewers
- SVG Production and Real-Time Editing
- Full Support for Mobile Environments
- Streamlined Asset Management
- Browser-Based Imaging Server Management
- Concierge Service and Support
- Assets from Anywhere™

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 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.

Drive profits with increased online conversions, lower product returns, and streamlined asset management. LiquiFire Blaze supports e-commerce companies worldwide, operating in Promotional Products, Web to Print, Home Furnishings, Apparel Retail, Custom Manufacturing, and more.

Features exclusive to LiquiFire Blaze

- Colorization
- Fabric Draping
- Image Compositing
- Advanced Text Handling
- Rendered Special Effects
- Layering and Multiple Frames
- Integrated Barcode Production

LiquiFire Viewers Suite

Interactive HTML Image Viewers

The functionality offered by the LiquiFire Viewers Suite — allowing users to zoom, pan, or rotate a product image — is now fundamental to e-commerce. The Viewers are built in pure HTML for easy implementation across all devices and platforms.

Resolve is a game-changer for HiDPI image handling across devices. It leverages the on-demand rendering power of LiquiFire to deliver the right dimensions and pixel density of any image on your website to any display — all generated from a single master image.
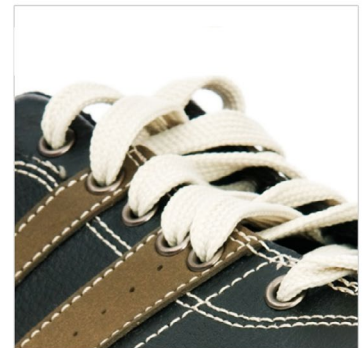

Motion provides full zoom, pan, and rotate functionality for a three-dimension viewing experience. Display any sequence of images for a "motion" effect: a model walking down a runway, an expensive handbag opening to display the interior, a custom soccer ball rotating to show a wraparound logo. Engage your shoppers and turn them into buyers.

Zoom lets users zoom and pan an image in order to explore a product at their own speed. Unique tiled pixel delivery means that even mobile users can see the finest details of a product without sacrificing page load times.

Magnify provides a highly configurable magnified view. The magnified area can hover over, hover next to, or completely fill the original image area.

Collection can be implemented on its own or alongside another Viewer. It can display images singly or together, vertically or horizontally, in any size.

The Mobile Solution

Seamless Multichannel Image Delivery

Responsive Design introduced the concept of dynamically optimizing your website for each unique visitor. Dynamically optimized images take this concept to the next level.

LiquidPixels LiquiFire dynamic imaging servers generate any image variant as it's needed, in real time, from a single master image. This means you can automatically deliver an optimized combination of image size, format, and pixel density to every device.

Your end user will view the highest-quality, highest-density image their device will allow for a beautiful browsing experience at the fastest possible speed.

Use our Resolve Viewer (facing page) for automatic handling of HiDPI images across all devices.

Our Data Centers...

Delivery

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 accommodate the third party solution of your choice.

All the Power of LiquiFire Dynamic Imaging, in the Cloud

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** *is* LiquiFire?

ONE
Master
Image

Shirt Color

Collar Style

Tie Color

Suit Fabric

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.

THOUSANDS of 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/.

Custom LiquiFire Modules

Product Photography

Digital Asset Preparation

Visualizing E-Commerce®

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