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**Liquid CGI Launches New Midtown NYC Location
And Kicks Off 'Imagine the Possibilities' Media Campaign**

*Boutique CGI Provider Brings Photorealistic 3D Computer-Generated Imagery
To Advertising, Publishing and Consumer Goods Markets*

/24-7PressRelease/ - NEW YORK, NY, April 23, 2008 - Is It a Photo... or LIQUID CGI?

Liquid CGI, a cutting-edge NYC boutique provider of Photorealistic 3D Computer-Generated Imagery (CGI), announces the launch of a new midtown NYC location with a new media campaign "Imagine the Possibilities." Liquid CGI opens to the advertising, publishing and consumer goods markets adaptive technologies for print media similar to those used by the motion picture industry to create lifelike special effects.

Art Meets Technology

"Imagine rendering a 3D automobile, aircraft or electronic product with realism without ever requiring a camera," says Rob Bender, Chief Technology Officer. "With Liquid CGI technology, we can also simulate high-speed liquid photography and ecosystems in any weather - or model any virtual background."

Images are rendered via proprietary 3D CGI modeling software, and capture all the physical details and nuances of an actual photo. They can be manipulated and retouched, and integration into any print or Web-based medium is seamless. Images are also color managed to replicate the final color intent, whether it be for commercial print, newsprint, the Web or large format. Each 3D file is converted to a 2D image for print.

Liquid CGI technology allows the lighting precision and true artistic effects that traditional photography can't always capture. "CGI product shots and backgrounds are created without the all-too-familiar prohibitive costs and logistic limitations," says Bender. "Now, creative teams can create brand-defining images with complete freedom and flexibility."

Common digital assets are easily accessed and modified - a convenience for clients needing multi-location or worldwide client collaboration. "CGI technology is revolutionizing the way creative is executed," says Bender. "We're leading our clients to the next level."

About Liquid CGI

Liquid CGI is a cutting-edge NYC boutique provider of Computer-Generated Imagery (CGI), high-end digital photography and creative color retouching. The company excels at providing proprietary technology that expands creative possibilities. For more information and to view CGI samples, visit www.liquidcgi.com.

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