



***FOR IMMEDIATE RELEASE***

**NEW CANADIAN TECHNOLOGY COMPANY - TINY PIXELS TECHNOLOGIES INC.  
- LAUNCHED FROM VANCOUVER**

*First in Canada to empower businesses with Cloud-based solution for streamlining web media processes*

**Vancouver, British Columbia, February 7, 2017:** Tiny Pixels Technologies Inc. (Tiny Pixels, [www.tinypx.com](http://www.tinypx.com)) proudly announces its official launch with the completion of product development for its new Cloud-enabled image rendering solution – the first in Canada. It has entered the pilot phase for its solution with a cross-section of industry types.

Established in 2016 in Vancouver, British Columbia, Tiny Pixels is the creation of entrepreneur June Chen, founder and CEO. Her expertise in business strategy for new technology and proven track record in execution leads her to bring compelling ideas into reality. Emphasizing that content optimization is key for how users perceive businesses, she created Tiny Pixels to build practical solutions for leading-edge website image processing – the first of which is soon to be announced.

“At Tiny Pixels, we are building tools for content providers to increase their level of engagement on various types of content, either proprietary or user-generated. We envision this to be a powerful way forward to unlock more creative possibilities and to transform the pipeline for user engagement on the Internet,” says Ms. Chen. “Improving the viewer experience will raise the bar for more unique web content.”

In the past, Canadian businesses found it difficult to control how their content was viewed on an increasing variety of devices. Image processing involved manual coding and cumbersome manipulation. Limited access to turnkey Cloud-enabled technology often forced infrastructure changes for basic delivery, storage and access. Tiny Pixels enables customers to reduce IT spending with streamlined image management, and enhances business value with a scalable solution for dynamic image processing.

“Image content is vital to any business with an online presence, and our solutions directly address this vital aspect of today’s competitive landscape with faster, better answers to yesterday’s manual drudgery,” said Ms. Chen. “We enable businesses to spend more time creating memorable content, rather than coding.”

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