

Photogram gets major patent for proprietary lenticular imaging technology

Montreal, Canada October 10th, 2008 — Photogram is proud to announce that the pending patent for its proprietary lenticular imaging technology “**DRIP**” (Dense Raster Image Processor) was officially approved by the United States Patent and Trademark Office, under patent number 7,433,076 on October 7th, 2008.

“This unique line-screen technology, which sets Photogram totally apart from existing lenticular producers, was specifically designed and developed to maximize the outcome of motion-lithographic printing applications on extruded plastic material,” said Pierre Gougeon, President of Photogram.

This exclusive technology, commercialized under the name *HD DYNAMIC PRINTING*, allows Photogram to print three times more information at a lower resolution. This capability makes it possible for Photogram to maintain perfect color control free of saturation during printing. This represents a huge advantage, guaranteeing end results for highly demanding clients in market sectors such as the film, food and cosmetic industries.

“DRIP technology sets a new quality standard for the industry. It is today's most advanced lenticular printing process, offering a resolution, depth, crisp images and number of frames never before possible” said André Loyer, Vice-President of Sales & Marketing for Photogram.

DRIP is the supporting technology behind two other major announcements made by Photogram a few months ago: the **Hyper Motion** and **Mega Motion** product lines. Visit the Photogram Web site for more information.

About Photogram

Photogram is the industry leader in **High-Definition Dynamic Printing** (Lenticular), recognized internationally both for its exceptional product quality and impressive results. With operations spanning *Canada, the U.S., Europe and Asia*, Photogram is able to assure top quality at highly competitive rates to businesses from small to Fortune 500.

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For more information, visit www.photogramtech.com or contact us at:

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