

### **Photogram launches Mega-Motion** *Another major breakthrough in Lenticular Motion Printing*

**Montreal, Canada, May 14<sup>th</sup> 2008.** Photogram is setting a new standard and a world premiere within the lens printing industry by introducing its **Mega-Motion** poster: A **48" x 70" (120cm x 180cm)** poster, which has been printed on a KBA press using UV lithographic printing process.

Large posters of that size are usually manually produced and can take up to a couple of months to be delivered depending on the desired quantity. Also, the cost per unit is relatively high. Thanks to its patent pending **DRIP** technology (Dense Raster Image Processor), combined to the speed of lithographic printing process, Photogram can produce large size posters in remarkable delays ranging from 3 to 6 weeks. Photogram's new **Mega-Motion** product line has been tested outdoor to ensure its resistance to the ever changing weather; heat, cold, sun etc. Amongst important new benefits, compare to manually made large posters, **Mega-Motion** posters are **light**, they **can be rolled**, they are **easy to install** and **can be re-used**. Last but not least, they can be produced at a way more **affordable** price.

***"The brand reinforcement and customer retention generated by these spectacular posters will spell-out the difference in the success of any marketing or advertising promotion."***  
Said André Loyer, Vice president, Sales and Marketing of Photogram.

The first **Mega-Motion** posters to be produced consisted of 200 posters, with a flip effect, side to side. The project was commissioned by Samsung Europe (Germany). The posters were designed for bus shelters application. The result was spectacular.

#### **Mega Motion / Technical Data:**

**Effect:** 2 flips, 3 flips, integrated animation (portion of the image)  
**Software:** Photogram Proprietary DRIP technology (Dense Raster Image Processor)  
**Print res:** 150 LPI  
**Press:** KBA Rapida 105, 6 color with Coater UV lithographic press  
**Lens:** LENSTAR<sup>®</sup> HD 40 lpi lenticular plastic. The LENSTAR<sup>®</sup> copolymer resin was formulated by the Eastman Chemical Company specifically for direct-to-lens lenticular printing, and is extruded exclusively by Pacur, located in Oshkosh, WI.

#### **About Photogram**

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

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