

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

Montreal, Canada, May 14th 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[®] HD 40 lpi lenticular plastic. The LENSTAR[®] 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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