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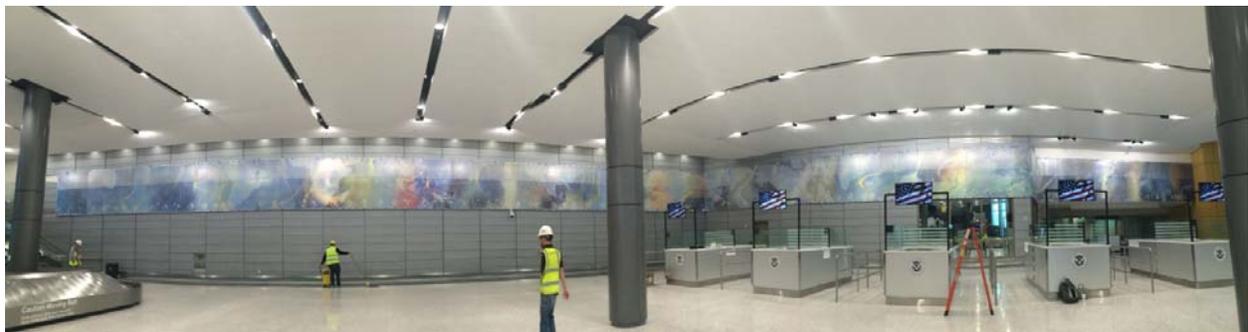
## **WORLD'S LARGEST TILED ANIMATED LENTICULAR WALL MURAL AT AUSTIN, TEXAS ABIA AIRPORT MADE IN CANADA**

*“At 1,672 square feet, the tiled animated lenticular panel mural manufactured by Photogram Technologies Inc. installed at the new Customs facility of Austin-Bergstrom International Airport beats the recorded Guinness World Record by 10 square feet”, says Sebastien Rouleau from Photogram.*



**Montreal, Canada. February 12<sup>th</sup>, 2015.** Photogram Technologies Inc. (“Photogram”) based in Montreal, Canada has manufactured one of the largest tiled animated lenticular panel wall murals in the world in collaboration with its US based partner, AD+, Inc. (“AD+”) located in New York.

Under the direction of artist Mikyoung Kim, the “Time Lines” art has been converted in a continuously changing lenticular animation mural of over 212 feet long, almost eight feet high and totals over 1,672 square feet. It mimics the world’s time zones. Austin’s location is shown in the middle of the artwork. This new art from Mikyoung Kim was commissioned by the construction of the building through the Art in Public Places program of the City of Austin’s Economic Development Department.



*Animated lenticular mural overview during installation*

“Manufacturing this large format animated wall mural required technological mastery of lenticular graphic design, printing and mounting techniques. It involved the use of closely

guarded trade secrets developed by the Photogram team members over a long period of time”, says Pierre Gougeon, President & founder of Photogram.

With the use of trade secrets, lenticular printing techniques have recently evolved to the point of enabling new application development for design and architecture projects. “Multiple recent trade secrets open new possibilities for architectural design that can benefit of the “wow” effect of lenticular animation techniques. We can showcase moving images, 3D holographic type visual effects and even short video clips in large format mural printing”, says Sebastien Rouleau, co-owner of Photogram. “We are now working on developing awareness of our printing techniques in the United States market of design and architectural projects, with our colleagues from AD+”, says the founder Mr. Gougeon. “We are well known by print manufacturers for our lenticular expertise. We have had the opportunity over the year of working on high visibility projects for companies ranging from Cirque du Soleil to Walt Disney and TV Guide in the United States. This past summer, we have worked on the DC Comics magazine lenticular edition, a gigantic project printed in Canada”, explains Pierre Gougeon.



*Pierre Gougeon & Sebastien Rouleau, co-owners of Photogram*

Photogram is a world leading lenticular technology special effects studio, having developed manufacturing techniques for a wide range of printing equipment, from ink-jet to large format lithographic printing. Owing multiple patents and trade secrets for lenticular manufacturing, Photogram has concentrated expertise to manage and delivered to the printing industry thousands of high class lenticular projects since 1998.

With sales office and manufacturing location in the Montreal (Quebec) region, the Photogram team can be reached for samples and technology demonstrations for Canada located design & architecture large format lenticular projects.

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