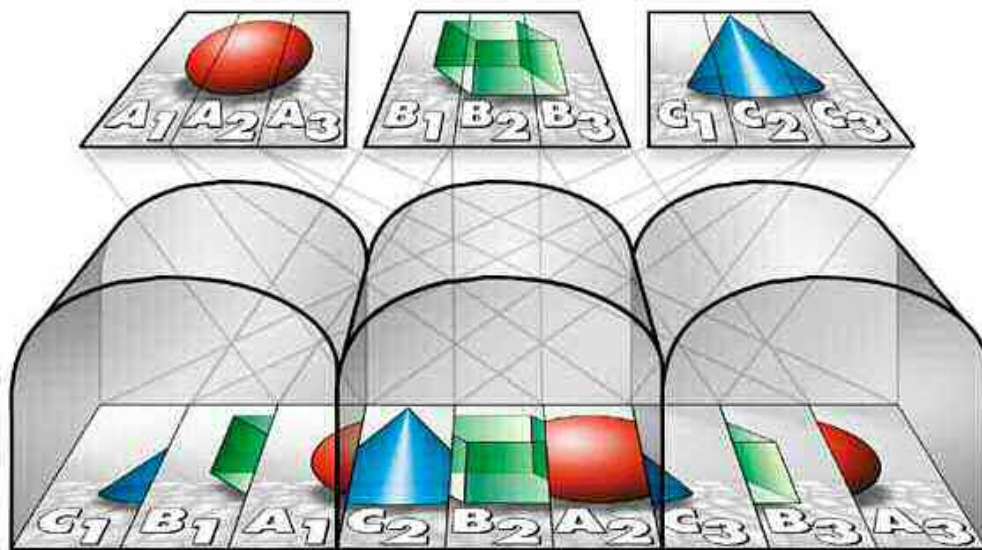


INTERLACING

Lenticular graphics is the process where you add dimension and/or motion to marketing materials. Lenticular graphics are made up of two components.

1. The lenticular lens isolates, magnifies, and displays the image data from each individual graphic according to the angle of observation. The lenticules are the grooves you feel when you run your fingers across the material. They focus your sight on different parts of the underlying interlaced image.
2. A specially prepared (interlaced) image that contains data from two or more graphics, which is placed in precise alignment with a lenticular lens. A narrow band of each image will be printed sequentially with narrow frames of each additional image. If three images will be combined, the composite print will include a narrow frame of each image A, followed by image B, then image C. That pattern of printing is continued (C1,B1,A1,C2,B2,A3,C3,B3,A3) for the entire composite print.

Viewed in this state, the image is fuzzy. However, viewed under the lens pattern of the lenticular screen, a different view of the image is received based on the angle of observation.



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For more information contact a
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