

SECURITY

Piracy hurts everyone; company owners, software developers, retail store owners, consumers and the economy. As the number of PC's and Internet use grows the incidence of software and music piracy grows as well. One way to battle the widespread piracy and theft is to incorporate lenticular as a security feature. It is virtually impossible to duplicate and is durable in nature, lending itself to packaging, security cards, labels and garment tags.

SECURITY FEATURE APPLICATIONS

- ID Card/Security Badge
- Government Building
- Theme Park
- University
- Large Corporation
- Tour or Concert
- Grand Opening
- Officially Licensed Retail Product
- Pharmaceutical
- Permit
- Event Ticket

PIRACY APPLICATIONS

- Software CD Tray Card Inserts
- Software Labels for Packaging
- Music CD Tray Card Insert
- High Tech Product Packaging

2004 BSA AND IDC GLOBAL SOFTWARE

PIRACY STUDY www.bsa.org/globalstudy

- Global Piracy Rate 35%
- For every two dollars worth of software purchased legitimately, one dollars worth was obtained illegally
- Over 6 billion in lost revenue in the United States alone in 2004

SPECIFICATIONS

- 7, 10, 14 and 23 mil lens
- Backers: 13 mil White Ridged PVC, printable backer, barrier film, magnet, adhesive and more
- Bar Code and Magnetic Stripe available
- Roll Label Onserting available

RR DONNELLEY

201 E. Progress Dr. • West Bend, WI 53095

For more information contact a
Product Specialist at **262-338-6101**