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Virtual Images Unlimited Produces Movie Posters for Miramax's Release of "The Adventures of Sharkboy and Lavagirl in 3-D"

San Bernardino, CA (June 21, 2005) – Virtual Images Unlimited (VIU), the nation’s leader in high quality lenticular plastic products, has recently completed a large format lenticular movie poster project for the release of “The Adventures of Sharkboy and Lavagirl in 3-D”.



These large format photographic movie posters are sized at 27 inches by 40 inches. They showcase the highest quality line of lenticular products from Xtreme Graphics. With intensive 3D depth effects and color clarity, only achievable with the use of photographic lenticular, the image features both Sharkboy and Lavagirl, utilizing 3D effects to illustrate the capabilities of their powers.

“The marketers of 'The Adventures of Sharkboy and Lavagirl in 3-D' realized that in order to add dynamic 3D effects to their advertising campaign, Xtreme’s lenticular posters were the best fit” stated Dave Corey, President of VIU.

Xtreme Graphic’s photographic lenticular movie posters add unimaginable depth to the film’s 3D-themed marketing campaign. "The Adventures of Sharkboy and Lavagirl in 3-D" one-sheets can be found in theaters across the United States this Summer, with the movie premiering nationwide June 10, 2005.

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About Virtual Images Unlimited:

Virtual Images Unlimited, headquartered in San Bernardino, California, is a leading provider of lenticular products. VIU focuses on producing a large variety of superior quality promotional products through the use of advanced lenticular lenses, coupled with an extremely high resolution printing process. For more information on Virtual Images and lenticular, visit their website at: <http://www.3d-images.com>.

About Miramax Film Corp

Since being acquired by The Walt Disney Company in 1993, Miramax Films has received 220 Academy Award nominations, winning 3 Best Pictures and 53 total Oscars. The company received 14 Best Picture nominations for The Aviator (2004), Finding Neverland (2004), Chicago (2002), Gangs of New York (2002), In the Bedroom (2001), Chocolat (2000), The Cider House Rules (1999), Shakespeare In Love (1998), Life Is Beautiful (La Vita É Bella) (1998), Good Will Hunting (1997), The English Patient (1996), Il Postino (The Postman) (1995), Pulp Fiction (1994), and The Piano (1993).

Some of Miramax and Dimension's highest grossing films include Chicago, Good Will Hunting, Pulp Fiction, Scary Movie, Scary Movie 3, Scream, Scream 3, Shakespeare in Love, Spy Kids, and Spy Kids 3D Game Over.

For more information on "The Adventures of Sharkboy and Lavagirl in 3-D", visit <http://www.sharkboylavagirl.com/>

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Detailed specifications and animated GIFs available
upon request

<http://www.xtremegraphics.com>

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