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VIU Introduces World's First Lenticular Cover Catalog

SAN BERNARDINO, CA (January, 2003) – San Bernardino-based Virtual Images recently unveiled the world's first lenticular catalog cover. This catalog represents the first time a web-based lenticular manufacturing method was used to produce a saddle-stitched, multi-page catalog with a lenticular cover.

The cover art features tropical fish which flip in bold colors against a 3D reef background. The eight-page insert is printed utilizing a 4-color process and contains information about the entire Virtual Images product line, as well as additional lenticular samples. The cover utilizes an ultra-fine (200 lpi), lenticular lens that does not distort even the smallest text fonts.

Danielle Bunch of Virtual Images stated, "The catalog really stands out among other direct mail pieces, and shows our prospective clients that we are leaders in our industry. The lenticular catalog has increased calls, sales, and excitement towards lenticular products."



The catalog cover was ink-jetted with customer's addresses and then mailed first class with no envelopes.

About Virtual Images Unlimited

Virtual Images Unlimited, headquartered in San Bernardino, California, is a leading provider of lenticular products. Virtual 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. Additional information about Virtual Images is available through its web site at www.3d-images.com.

For a free copy of the catalog, call Dave Corey at (909) 388-1000 or email at dcorey@3d-images.com.

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