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Contact:
Dave Corey
Virtual Images Unlimited
(909) 388-1000
dcorey@3d-images.com



Virtual Images Introduces Largest Printed Lenticular Signs Ever Produced

SAN BERNARDINO, CA (July, 2003) –San Bernardino-based Virtual Images today announced that is now printing lenticular signs up to 46" x 63". The signs, which are capable of all of the lenticular effects including 3D, flip, animation and morph, are produced using a new KBA 162 press, and are expected to create new market opportunities for lenticular signage. Lenticular printers have previously been limited to a 28"x 40" sheet size. This new, larger product makes lenticular appropriate for additional venues including bus shelters, palette displays and other types of in-store signage, and airport advertising.



The product is also said to be a more economical alternative to photographic lenticular, a hand-made, film-based form of lenticular, starting in quantities of just 70 sheets. Dave Corey, VP of Marketing for Virtual Images said "This product should really create a paradigm shift as marketers requiring large format graphics discover that lenticular is finally an affordable, and high quality option."

The company reported that 22,000 displays that it produced for a major consumer products company will be in Wal-Marts across the nation by mid October.

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 sample of lenticular pieces, call Dave Corey at (909) 388-1000 or email at dcorey@3d-images.com.

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636 East Brier Street, Suite 120
Phone: (909) 388-1000

San Bernardino, CA 92408
Fax: (909) 388-1003