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**VIU Works with Polaroid and Henschel-Steinau
to Create Merchandisers for New One Shot Camera**

SAN BERNARDINO, CA (February, 2003) – San Bernardino-based Virtual Images recently introduced a new lenticular merchandiser, developed jointly with Polaroid and Henschel-Steinau, to promote the Polaroid One Shot Camera.



VIU worked closely with Polaroid and Henschel-Steinau to create an unusual lenticular header piece used to adorn merchandisers being built by Henschel. The lenticular oval-shaped pieces show off the camera in its closed, then opened position with the flash going off. Finally, in the third frame the picture pops out and the phrase 'One Button Fun!' appears. Polaroid chose Virtual's thick lens lenticular, which is capable of cleaner, higher quality flips from greater viewing distances, to maximize the effectiveness of their displays.

Dave Corey of Virtual Images stated, "We have a great track record of working with companies like Henschel-Steinau to add lenticular to the great displays they build – it's a win-win for all involved. The lenticular panels on these merchandisers should really grab consumer's attention and help generate sales of this product for Polaroid."

Thousands of merchandisers with lenticular pieces were made to market the product in K-Marts, Wal-Mart, and other national chain stores.



About Polaroid

Polaroid Corporation is the worldwide leader in instant photography. The company supplies instant photographic cameras and films; digital imaging hardware, software and media; identification systems; and sunglasses to markets worldwide. Additional information about Polaroid is available on the company's web site at www.polaroid.com.

About Henschel-Steinau

Henschel-Steinau, Inc., founded in 1959, is a full service designer/producer of award winning P.O.P Merchandising Displays. The company employs a staff of approximately 50 highly specialized individuals. Visit their web site at www.hspop.com.

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.

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

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