

PHOTOGRAPHIC LENTICULAR



STOPPING
POWER

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WHY CHOOSE DYNAMIC IMAGES?

When our clients want the highest quality lenticular product in the market, we suggest our “Dynamic Images” photographic lenticular.

We have the ability to create a super high definition output, through a patented process developed by Eastman Kodak. By combining the high-def output with top-of-the-line lenticular lenses, we create astounding and almost endless 3D, and attention-grabbing animation effects.

STUDIES SHOW...

Dynamic Images are 5 times more effective at grabbing attention than standard printed posters.

WHEN QUALITY AND ROI MATTER TO YOU, CHOOSE DYNAMIC IMAGES.

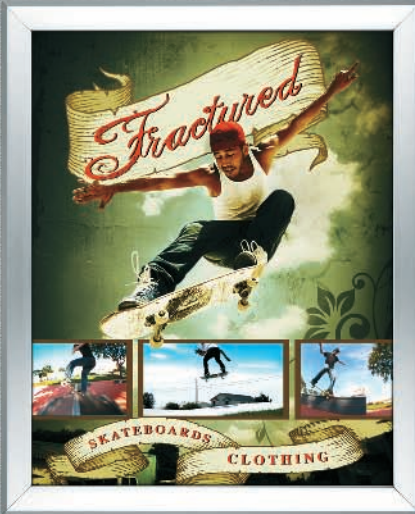
- OUR SIGNS POSITIVELY INFLUENCE HOW MANY CONSUMERS “NOTICE” YOUR AD.
- HOW MUCH IS IT WORTH TO YOU TO GRAB MORE CONSUMERS WITH YOUR AD?
- EMPOWER YOUR SIGNAGE TO BE ALL THAT IT CAN BE!



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FRACTURED

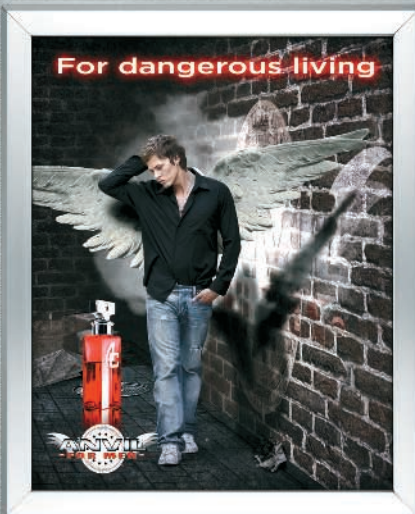
Lens: 22 LPI 110 mil (120 mil finished product)

Effects: 3-D, full motion video (far left and right clip), 3 phase flip (middle clip)

This piece displays a combination of 3d, flip, and full-motion video animation lenticular effects. The background imagery, main skateboarder, and type and logos are all 3d elements. The skateboarder is an example of IGH's highly realistic 3d rounding technique, capable of creating realistic volumetric 3d from a flat image.

The two animation sequences on the left and right of the composition are both full motion video, using High-Def video as source footage. The small skateboarder image in the center of the bottom section of the piece is a 3-phase flip.

The "Fractured" poster is an example of how combining multiple effects in a single panel can create added excitement and increase the amount of time the viewer spends with the piece, thereby increasing brand/message retention.



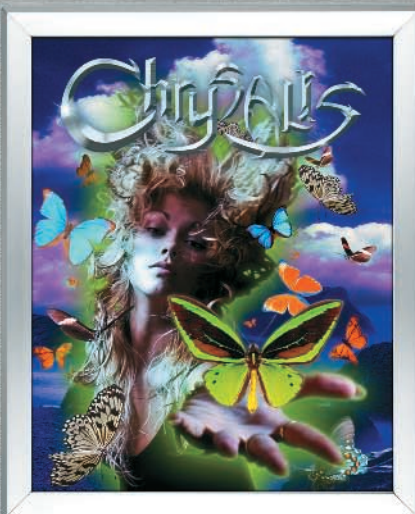
ANVIL

Lens: 22 LPI 110 mil (120 mil finished product)

Effects: 3-D, animation (wings raising, feathers falling), 2 phase flip

The Anvil poster uses a combination of 3d, subtle animation, and a 2-phase flip to illustrate a before and after product attribute, the effect of a men's cologne on members of the opposite sex, in this case.

The "Anvil" poster is an example of how combining multiple effects in a single panel can create added excitement and increase the amount of time the viewer spends with the piece, thereby increasing brand/message retention.



CHRYSALIS

Lens: 22 LPI 110 mil (120 mil finished product)

Effect: 3-D

Chrysalis is an example of IGH's highly realistic 3d rounding technique, capable of creating realistic volumetric 3d from a flat image. There is volumetric depth in the young woman's face, hand and hair, as well as in the beveled logo treatment. There is also dramatic separation in depth between the different butterflies and in the background elements.

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