



BIGraphics, Inc Newsletter

Lenticular Printing

May/2010

In This Issue

- [Product Spotlight: Lenticular](#)
- [Solution Showcase: Spooky Effects](#)
- [Helpful Hints: Preparing Artwork for 3D Images](#)
- [Special Offer: Free Press Set-up](#)
- [Did You Know?](#)
- [BIGraphics News](#)

Product Spotlight: Lenticular

Lenticular: refers to a printing process in which a lens is used to produce images with an illusion of depth, motion, or animation as the image is viewed from different angles

Animation: lenticular effect which gives the sense of motion, common types of animation include morph, zoom, and rotation

Flip: lenticular effect where the picture changes from one image to another, typical flip is between 2 images, but not exceeding 3 images, images should contain similar colors and layout to achieve optimal results

3D: lenticular effect which gives the illusion of depth and dimension, layered files allow you to "see around" objects in the foreground

Solution Showcase

Case Study: Spooky Effects

We have a customer who does a lot of work with special effects in the haunted house industry. What they wanted to achieve was a sense that there were creatures behind the walls, but you could only see their eyes peering through the dark. We could have printed stickers of eyes for them, but the image would have been flat and lifeless. We were able to attain the sense of real eyes by applying lenticular lenses to the printed eyes, and now the eyes appear not only to be watching you through the walls, but also following you as you walk past them. In some cases, they even back or front light these lenticular eyes. The outcome of this is the appearance that the eyes peering through the walls are actually glowing. The fear factor of these lenticular eyes is increased by the suspense of not knowing what might be lurking behind the walls of the haunted house, watching and waiting.

Request a [quote](#) for your lenticular project.

Helpful Hints

Preparing Artwork f or 3D Images

Quick Links

- [Request Samples](#)
- [Get an Estimate](#)
- [Contact Us](#)
- [Visit Our Website](#)

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Don't Forget!

[A Virtual Tour of our shop is available on YouTube.](#)

Contact Us

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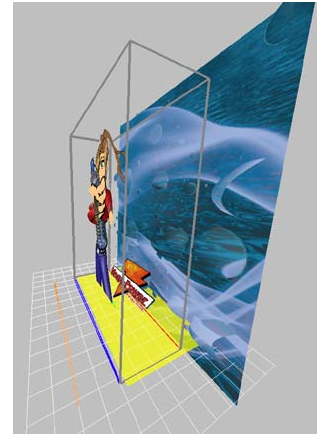
Testimonials

"A while back a lenticular specialist introduced me to Joe Dumont at BIGraphics regarding printing interlaced images for my sign system that uses a barrier film instead of a lenticular lens. I was impressed by their depth of knowledge regarding 3D graphics development & printing. The discussion then turned to the type of equipment they would be using to output BIG format prints, again I was impressed that they had state of the art Fuji flat beds along with the know how and can do attitude. The communication on the first job was excellent and their first run of prints for me came in on time at a very competitive cost.

I've been involved with lenticular and barrier technology for 15 plus years and have the scars to prove it. Joe and his group know their craft and I trust them to do it right"

-Terry

When creating 3D imagery we recommend setting up your file using layers in Adobe Photoshop. Working in layers allows you to control where items are in relation to the viewer. Labeling your layers with numbers (layer, 1, 2, 3, etc., where 1 is the foreground and the last number is the background) helps us to determine the depth order in setting up your lenticular print. If you are working with a flattened tiff file, separate different aspects of the image in layers and fill the gaps/holes with the clone tool.



Lenticular Layered File

For more info on choosing the right artwork or setting up a file properly, please email Joe Dumont, our resident guru on lenticular printing, at joe@bigraphicsinc.com.

Special Offer

Free Press Set-Up

Now through May 31, 2010, you can get **FREE** press set-up for your lenticular order. **This is a \$195 savings.**



3D Lenticular Frog

Limit one free set-up per customer during the promotion period.

Please use discount code FL0510 when placing your order.

[Request a quote](#) for this product.

Did You Know?

Effects Can Be Combined to Create Bigger Impact

Not only can we provide images that move, flip, or are 3 dimensional, but we can also provide you imagery that combines these effects for a greater impact.



Multiple Effects - MegaPower Side by Side

In the image above, you can see the same lenticular graphic, photographed from 2 different angles. On the left side, the girl's eye is open and her hand is closer to the foreground. On the right side, the girl is winking at you and her hand is

further away from you. This is an example of combining Animation and 3D.

All lenticular imagery can be front lit or backlit, which can give a greater illusion of depth with 3D effects.

[Request a quote](#) for your lenticular project.

BIGraphics News

BIGraphics Featured in Industry Article

Tim Greene, of InfoTrends, attended our open house workshop on Lenticular Printing in order to gain some additional information for an article he was working on regarding the same topic.

Here is an excerpt from [The Particulars of Lenticular](#).

"There are billions of wide format graphics printed every year, but those are static images. There are millions of wide format digital signage systems installed that add motion and sound to advertising messages, but there is no digital printing element to those displays. Lenticular prints, with the effect of motion or depth, represent a bridge between the static printed graphic and digital signage systems. Recently, InfoTrends visited BIGraphics of Nashua, New Hampshire, a wide format shop that has invested in the tools and developed the expertise to prepare professional wide format digitally printed lenticular graphics."

You can read the entire article on our [website](#).

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