

Photogram Launches HYPER-MOTION

A major breakthrough in Lenticular Motion Printing

Montreal, Canada November 1st 2007. Photogram Technologies Inc. has introduced a new generation of animated Lenticular printing, setting a new standard for motion and special effects within the lens printing industry. "We are delighted to release our **Hyper Motion** line of product and to demonstrate the power of our **DRIP** (Dense Raster Image Processor) technology, said Pierre Gougeon, President of Photogram. This unique patent pending process was specifically designed and developed for lenticular motion lithographic printing applications. DRIP technology provides Photogram with the ability to print up to 120 frames, or four-seconds of real time animation and, or HD (High Definition) video on LENSTAR[®] HD lenticular plastic. Accordingly to industry experts "The results are stunning!"

In collaborative efforts with KBA, Vermont USA, initial animation and sequence tests have been performed using 29 X 41 inch lenticular sheets on KBA Rapida 105, 6 Color with Coater UV presses. One of the HD footage pieces (a blooming flower) was provided courtesy of Corbis.

*"From a marketing stand point, "Hyper-Motion generates an intensively engaging and interactive customer experience. Increased response rates, as well as a direct impact on sales, brand reinforcement, perceived value and customer retention all spell-out the difference in the success of any marketing or advertising promotion, and we've launched this technology to prove the difference" said André Loyer, Photogram's Vice-president of Sales & Marketing. One industry segment that could benefit from **Hyper Motion** is the motion picture industry, where major studios could use original footage to produce promotional pieces such as collectable theatrical trailers. "We are looking at several applications and opportunities within the USA and a multitude of projects are being considered at this time, including: animated P.O.P. (Point of Purchase Displays), retail packaging, magazine inserts, casino / hotel reward-cards and collectable trading cards for the sports and entertainment industry.*

Hyper Motion / Technical Data:

Number of frames: 120 frames for a fluid 4 seconds of real time animation

Software: Photogram Proprietary DRIP (Dense Raster Image Processor) technology

Printing resolution: 150 LPI

Press: KBA Rapida 105, 6 color with Coater UV lithographic press

Lens: LENSTAR[®] HD 40 lpi lenticular plastic. The LENSTAR[®] copolymer resin was formulated by the Eastman Chemical Company specifically for direct-to-lens lenticular printing, and is extruded exclusively by Pacur, located in Oshkosh, WI.





About Photogram

Photogram is the industry leader in High-Definition Dynamic Printing (Lenticular), recognized internationally both for its exceptional product quality and impressive achievements. With activities spanning *Canada, the U.S., Europe and Asia*, Photogram is able to assure top quality at highly competitive rates to businesses from small size to Fortune 500, from very small pieces up to 48 x 67 inches using an offset printing process. Photogram is a value-added partner. Besides being masters of lenticular technology and production environment, our multidisciplinary team members deftly wield vast communication and marketing skills to get the most out of the lenticular medium. For more info visit www.photogramtech.com

About Corbis:

Corbis is a creative resource for advertising, marketing and media professionals worldwide, helping to bring creative work to life with the highest quality photography, footage and rights services. Corbis offers a preeminent collection of more than 100 million creative, entertainment and historic images, a comprehensive footage library, the world's deepest rights and clearances expertise and an award-winning media management solution, as well as empowering SnapVillage, an innovative microstock web site. Based in Seattle, Corbis serves more than 50 countries worldwide. Corbis is privately held by its Chairman Bill Gates, who founded the company in 1989. For more information, visit www.corbis.com.

About KBA North America:

KBA North America is a member of the KBA Group, a leading supplier of sheet-fed, web, and digital offset presses. At KBA, we are dedicated to excellence in printing technology. Our greatest satisfaction comes from helping our customers succeed by building presses that enable their businesses to prosper. From engineering through production, our focus is on people, providing flexible technology, customized printing solutions, and personal service to help our partners differentiate themselves and be successful today and in the future. For more information, visit www.kbavt.com/.

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