

LENTICULAR PROMOTIONAL PRODUCTS

15 2015 2015 2015 2015 2015 20



VIRTUAL IMAGES



LENTICULAR PROMOTIONAL PRODUCTS



Trading Cards*

A01 - 2.5" x 3.5"

Our 3D Trading Cards bring tremendous collectibility and exciting 3D and animated effects to your project, and usually include 4-color process printing on the back side at no charge.



Rulers*

A02 - 6" x 1.5"

Fun and Functional! - our Lenticular Rulers actually find their way onto your customer's desks.



Rulers

A03 - 12" x 1.5"

Fun and Functional! - our Lenticular Rulers actually find their way onto your customer's desks.

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Bookmarks*

A04 - 6.125" x 2.215"

Cool! That is the typical feedback when describing our 3D Book Marks. Thin and sleek, but with exciting imagery, our Book Marks can also be used as rulers.



Beverage Mats

A05 - 4" x 4" printed both sides

Position your brand right in the face of your target customers! Use Lenticular Beverage Mats as an inexpensive way to get noticed right where your products are sold.



Zipper Pulls

A06 - 2" x 2" with metal clasp

Our 3D zipper pulls are great for school promotions or sporting events!

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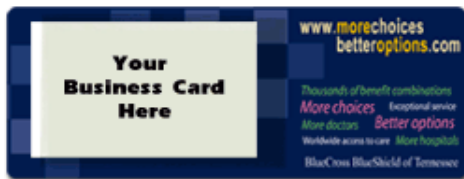
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Key/Golf Tags

A07 - 3" x 3" with attached key ring or strap

Our 3D golf tags are a great promotion for any major sporting event!



Business Card Holders

A08 - 2.75" x 6" with sleeve attached

Use 3D Business Card Holders as an inexpensive way to get noticed right where you do business.



Loyalty Cards

A09 - 2.125" x 3.375"

One of our best sellers - our loyalty cards are collectible, encouraging your targets to retain them!

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Postcards*

A10 - 4" x 6"

Looking for Direct Mail that actually pays for itself? Our 3D Postcards cut through the clutter of today's crowded mailboxes, encouraging retention, and dramatically raising response rates.

Postcards*

A11 - 5" x 7"

Break through the clutter of junk mail with unique lenticular direct mail products. Virtual Images can elevate your direct marketing campaign by adding flawless, jaw-dropping lenticular effects.

Postcards*

A12 - 6" x 9"

Our customers cite far greater response rates to lenticular mailers versus conventionally printed pieces. Adding a dimensional graphic to an ad or promotion can be 5 TIMES more effective in grabbing the viewer's attention than traditional advertising.

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3D Buttons

A13 - 3" round; pin backing (other sizes available)

3D Buttons travel in plain site with their owners, helping you get your message out. These buttons are the highest of quality, featuring exciting imagery and an aluminum pin back.



Business Cards*

A14 - 3" x 2.5"

Add the excitement of 3D with our business cards! Catch the attention of your targets, using our inexpensive cards.



Garment Tags

A15 - 1.5" x 3"

Grab the attention of shoppers with our eye-catching 3D garment tags! Our 3D tags will get you noticed!

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Welded Luggage Tags

A16 - 4.25" x 2.25"

3D Welded Luggage Tags are strong, durable, and eye-catching! Your brand will get extra attention from bag tags that really get used.



Luggage Tags*

A17 - 4.25" x 2.25"

Our 3D Luggage Tags actually find their way onto your customer's luggage, golf bags, and business bags!



Back Pack Clips

A18 - 2" x 2" with pull-apart clips

Position your brand right in the face of your target customers! Use 3D Back Pack Clips as an inexpensive way to get noticed!

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Keychains

A19 - 2" x 2.875" with acrylic case

3D Keychains always make a strong statement. Convey your marketing message with these quality promotional tools that are sure to be retained by your target audiences.



Page Clip

A20 - Individual - 1.75" x 1.75"

Position your brand right in the face of your target customers! Use 3D Page Clip Sets as an inexpensive way to get noticed!



Easel Cards

A21 - 3" x 5" other sizes available

Our easel cards are eye-catching, holding the attention of targets up to 4 times longer than traditional print!

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Door Hangers

A22 - 4" x 9"

Hang a dynamic message on your target's doorstep! Our 3D door hangers are attention grabbing!



Magnets

A23 - 3" x 3" call for custom sizes

When you are competing for the attention of busy people, consider the effectiveness of 3D Magnets. Our magnets dynamically show off a product's features and are sure to be retained by your target audiences.



Stickers

A24 - 3" x 3" call for custom sizes

When you want your marketing message to continue selling for you for a long time, consider 3D Stickers. This product is well suited for the covers of notebooks, presentation folders and annual reports.

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12oz. Lenticular Cup

A25

Adding lenticular cups to your marketing campaign is the smart choice for increasing brand retention and enticing consumers to collect them all! Our 12 oz. size is perfect for school promotions.



22oz. Lenticular Cup

A26

The durable cup wall is constructed to be dishwasher and child safe, making for a memorable, lasting and safe collectible for your brand. Use these promotional items for your next beverage campaign!



32oz. To-Go Lenticular Cup

A27

Virtual Images is the leading provider of high-quality plastic drinkware. We combine innovative lenticular and full color printing with superior creative services and advanced molding capabilities to produce distinctive and durable products.

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LENTICULAR PROMOTIONAL PRODUCTS



32oz. Lenticular Cup

A28

Perfect for promotions on the go, 32 oz. To -Go cups are great for educational promotions. These cups are sturdy and collectible, accessories are also available for this cups size.



Mousepads

A29 - 8"x7" with 1/8" rubber backing

Our 3D Mousepads are so eye-catching and unique that they're shown off more, and held on to longer than conventional mousepads, helping your marketing message go further.



Journals

A30 - 3.5" x 5"

Position your brand right in the face of your target customers! Use 3D Journals as an inexpensive way to get noticed!

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Journals

A31 - 5" x 7"

Great promotional item for corporate meetings and educational events, Lenticular journals are both functional and collectible.



Magnetic Frame

A32 - 6" x 4" with 2" x 3.5" window

Geat for direct mail promotions, or 3D frames are a perfect way to position your brand in front of customers for days to come!



Fan Pass

A34 - 2.5" x 3.5" with lanyard

Lenticular Fan Passes make great giveaway's at sporting events or concerts. They come with a neck lanyard as shown, which is available in a variety of colors.

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Phone Skins

A35 - 4.875" x 2.75"

Fun new product for 2014! Phone skins are a great way to add your promotional message to a frequently used device!

LENTICULAR DIGITAL ART SPECIFICATIONS

APPROVED APPLICATIONS (UP TO CS6)

Adobe Photoshop (.psd / .tif / .pdf / .eps)

Adobe Illustrator* (.ai / .eps)

Adobe After Effects

Macromedia Freehand* (.fhX / .eps)

Adobe InDesign* (.indd)

QuarkXpress* (.qx)

*Be sure to include linked graphics with all files, if applicable.

ELECTRONIC FILE IMAGE RESOLUTION

300 ppi (pixels per inch) at full size for any rastered/continuous-tone images.

FONTS

Fonts are subject to copyright and license protection in substantially the same way that software is subject to such restrictions. While we have established a large font library with all the appropriate licenses, occasionally certain fonts used by our customers or their designers are not included in our library.

Since using non-editable files is not always a reasonable alternative for our customers, we ask that you still include the fonts used in your artwork. This will give us the needed information to obtain licenses for the fonts used.

When working with text in Illustrator or Freehand, we recommend that if you do convert text to outlines, that you include a non-outlined layer as well since it limits our ability to make corrections at a later time.

LENTICULAR DIGITAL ART SPECIFICATIONS

NECESSARY IMAGE BLEED

- For images provided for lenticular 3D, a minimum of 1/4" bleed on both the left and right sides is required for CR80-sized pieces, more for larger sizes.
- 1/8" beyond final trim size (all sides).

AVAILABLE LENSES

Choice of lens should be determined based on the type of lenticular effect desired as well as how it will be viewed and/or used. Please consult with your Project Manager or Salesperson.

- **50 LPI / 23 mil:** Wide-angle lens suitable for up/down and POP side-to-side multi-phase effects.
- **60 LPI / 22 mil:** Medium wide-angle lens suitable for POP side-to-side flips.
- **60 LPI / 34 mil:** Medium-angle lens suitable for POP side-to-side flips as well as deep 3D and up-down handheld multi-phase.
- **75 LPI / 16 mil:** Medium-angle lens capable of all lenticular effects at most dimensional sizes. We offer this lens for our regular monthly gang run. It can also be used as part of a laminated card (certain restrictions apply).
- **75 LPI / 35 mil:** Deep 3D lens, best suited for Larger POP pieces.
- **100 LPI / 14 mil:** Medium-angle lens capable of all lenticular effects in hand-held sizes. It can be used as part of a laminated card (certain restrictions apply). Also, it is use in versions of our lenticular cups.
- **100 LPI / 20.5 mil:** Deep 3D lens, best suited for hand-held pieces or small posters.
- **150 LPI / 10 mil:** Medium-angle lens best used for simple flips. Capable of minimal 3D. Often used for labels due to its thinness.

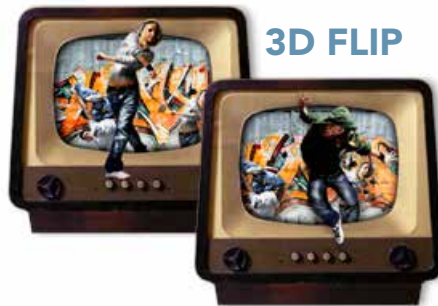
PROOFING SIZE

Our high-quality lenticular proofs are created to give you the best possible approximation of how your final printed piece will look. Because of lenticular proofing limitations, art in excess of 20" in any dimension may require a proof that is half-sized. Please consult with your Project Manager or Salesperson.

EFFECTS OFFERED



3D



3D FLIP



FULL MOTION



FLIP



MORPH



ZOOM