OptiGraphics

www.optigraphics.com

A preferred supplier to the promotional industry since 1970.

The largest and best in the lenticular industry. Period.

OPTIGRAPHICS

Optigraphics has dominated the industry as the world's leading three-dimensional printing company. Optigraphics has built a solid reputation for innovation and technical leadership in dimensional and special effects imaging and printing technologies.

Advanced imaging and state-of-the-art printing capabilities allow Optigraphics to offer turnkey production services on a wide range of lenticular products including in-pack and on-pack premiums, ad specialties, value added packaging, direct mail, apparel and textile applications.

As the leader of lenticular printing, our turnkey imaging operations are used by Coca-Cola, Kelloggs, Disney, Sabritas, S.A., Savoy, PepsiCo Worldwide, McDonald's, Warner Bros. and Buena Vista Studios.

Optigraphics offers the widest range of lenticular technologies including Opti-Multiphase, Opti-Morph, Opti-Zoom, Opti-2 Phase and Opti-3D. Our high-volume and low-cost manufacturing process allows us to deliver high quantity orders in a timely manner.

Optigraphics is a full-service printer offering conventional and UV printing, prepress services (conventional and digital) and finishing services. We also have an expert in-house staff of lenticular engineers to help you produce your best image.

Optigraphics has a full-time dedicated, research & development staff that works in developing new imaging techniques, but also works to provide innovations in the down-line finishing of our products.

Contact Optigraphics. We'll show you eye-catching solutions to the challenges you face every day. Since 1970, the best people to do business with, your friends at Optigraphics.

OptiGraphics

Optigraphics
A Performance Company
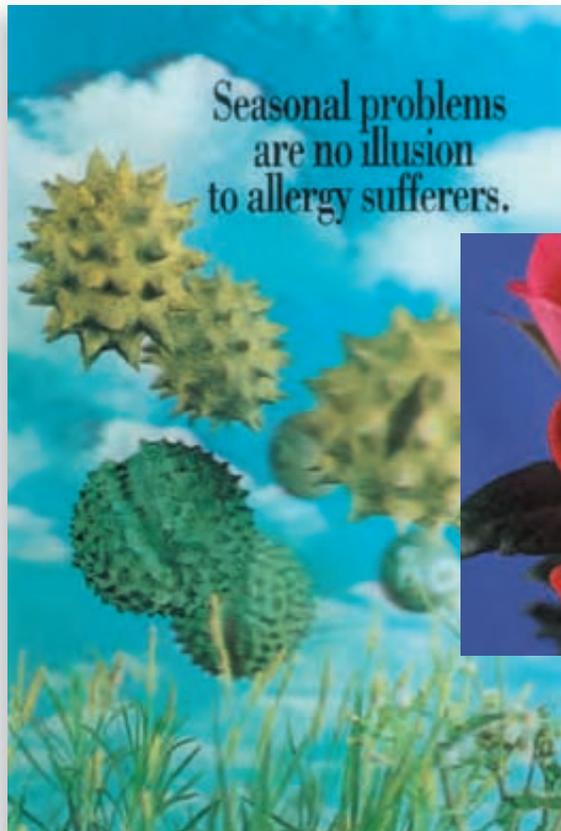
OPTIGRAPHICS
Custom Products

We produce products to your exact specifications.
The following are examples of products we have
produced in the past for our most valuable asset,
you the customer. We urge you to call us today and
speak to your Opti Lenticular Expert to discuss your
ideas and needs for a custom
Optigraphics product.
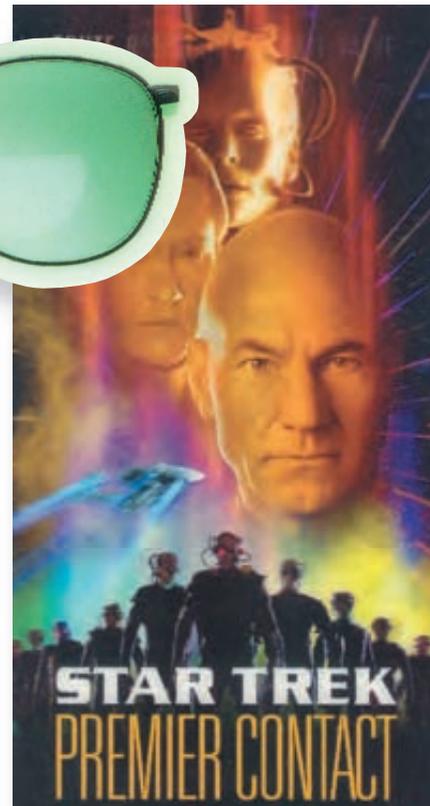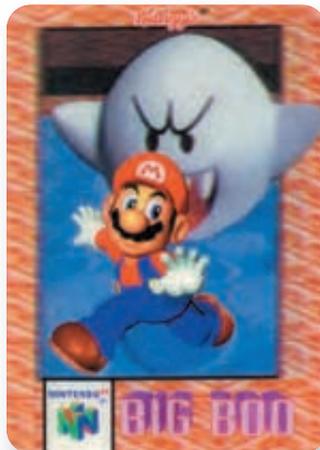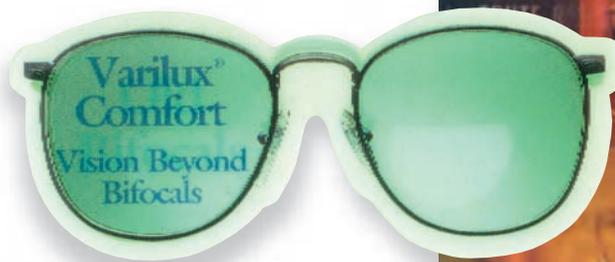
OptiGraphics

The Optigraphics Difference

1) The highest quality products in the industry to keep your customers happy.
   • Exclusive producer of the Optipan system.

2) The low cost provider allows for maximum impact at affordable prices.
   • The "profit-plus" system allows the maximum return on investment.

3) Fast turn around times to meet your customer's demands.
   • "Fast Track" program gets product out the door on time in one to three weeks.

4) Quick Quote system gets you pricing instantly, in writing. Good for 30 days.
   • Call and speak to us today.

5) Small quantities/large quantities are not a problem.
   • We are flexible on small runs, fast on large runs.

Opti-Lenticular Technologies

- **OPTI MULTI-PHASE**
  Visualize a moving car, a swinging pendulum or a person swinging a bat. Multi-phase animation uses multiple frames of a photographed action or illustrated art arranged in order of occurrence to show the action from the beginning of a movement to the end. Instant movement is achieved with the twist of a wrist. A common background must be maintained for optimum effect. Photography can be provided as 35mm frames or high resolution digital files with as many sequences as possible to select from.
  Opti Multi-Phase ... it's a moving experience!

- **OPTI MORPH**
  You have seen it used on television and in movies, and now this exciting process is available in print! Morphing is an effect that enables one image to gradually change into another image with the help of computer animation. The best morphs are those which are of similar shapes, although it is possible to morph any two images. Morph two faces, two pieces of equipment or two logos - the sky is the limit, and with the twist of the wrist one image turns into another. As in Multi-Phase, a common background must be maintained for optimum effect. Opti Morph changes the way people see your product.

- **OPTI 2-PHASE**
  Use two images to convey one message. Two separate images are stacked to switch back and forth to each other with the twist of the wrist. This process allows these separate images to exist on the same printed page, and works best when the animation is designed to occur in the same place on the printed piece. With Optigraphics technology, the images can be combined to give the art an animated appearance. You can use two different photos to show the feature and corresponding benefit of your product or service. Think of the endless possibilities!

- **OPTI ZOOM**
  Zoom in on something exciting! You'll bring instant attention to your message with this process which is based on multi-phase animation. Multiple sizes of the same image are put together and quickly merged into each other conveying a zooming effect. Zooming animation uses multiple frames of illustrated art, photography or line art. A common background must be maintained for optimum effect. Opti Zoom magnifies the effectiveness of your message as nothing else can.

- **OPTI 3-D**
  3D at its best! Opti-3D is achieved by layering multiple illustrations or photographic elements. The finished piece conveys the perception of three dimensions. Using your multiple illustrations or photographic elements and the Optigraphics lenticular process, 3D is achieved by layering forced perspective and advanced technology. Artwork supplied on disk is prepared in layers, output to hi-res color proofs and placed into Photoshop•. Images can be generated in 3D programs such as Infinite-D or other platforms. Optigraphics works with you. Your creative director can work directly with our design engineers to achieve the best possible results.

- **OPTI FULL-MOTION**
  Imagine your favorite moments from a popular cartoon or movie right in your hand. Full-Motion technology uses flicker free sequences taken from video frames to create optimum action. First generation video should be provided (Beta or VHS) with 15 to 40 frames to make up each animation. Opt Full-Motion ... video at your fingertips.

Opti Post Cards

Super for Christmas cards.
Great for self promotion.

Get your message to stand out from the crowd.
The post card people DON'T throw away.
Custom post cards for unforgettable direct mail
programs. Also can be tipped onto your catalog or
brochure. Pressure sensitive is also available. We have
machinery in-house to tip on covers of
catalogs, magazines, etc.

Description:

6" wide x 4.25" high, bleed, 4-color process,1-color back

up/down animation or 3D side to side, 14 pt. paper, 17 mil. Optipan lens

| Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	2.44	1.20	.80	.60	.56	.40	.34	.26
3D:	2.72	1.40	.96	.72	.62	.44	.36	.30

(P)

Opti Large Rulers

Need a quote? Call today.
Great for back to school programs.

Millimeters to inches, centimeters to inches, the combinations are endless. Fun to use, get your message out on a truly useful product. Custom large rulers that are both educatioal and informative. Also available in decimals and fractions.

Description:

12 1/4"w x 2 1/8" h, bleed,1-color back, up/down animation or 3D, side-to-side 14 pt. Paper, 17 mil.

Optipan lens

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	2.44	1.20	.80	.60	.56	.40	.34	.26
3D:	2.88	1.50	1.06	.82	.62	.44	.36	.30

(P)

Opti Stickers

Great for continuity programs.

Give your stickers the pop no ordinary paper sticker will ever have. All shapes and sizes available, with pressure sensitive adhesive, die cut to your specifications.

Description:

2 1/4" diameter circle or square, bleed, 4-color process, up/down animation or 3D side-to-side, pressure sensitive back,

4 mil. Face stock, 8 mil. release liner.

| Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	3.70	1.52	.82	.48	.32	.26	.19	.11
3D:	3.90	1.60	.86	.50	.34	.27	.20	.12

(P)

Opti Magnets

Fast food providers and doctors love these items.

Make that refrigerator or metal surface a moving billboard with Opti magnets. All sizes and shapes available. This item is sure to get noticed. Great for keeping your phone number and information in front of your customer.
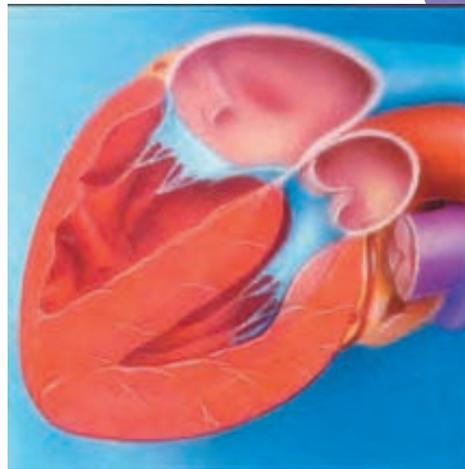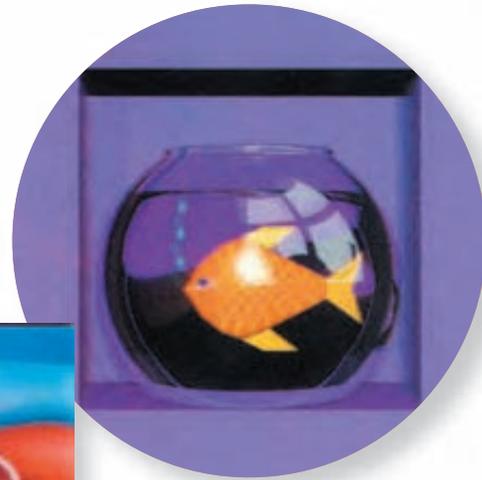
Description:

3 1/2" w x 2 1/8" h, bleed, 4-color process, up/down animation or 3D side-to-side, .015 flexible backing

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	3.50	1.97	1.25	1.02	.70	.54	.42	.36
3D:	4.00	2.12	1.32	1.12	.85	.56	.44	.37

(P)

Opti Book Marks
Opti Business Cards
Opti Small Rulers

Ideal trade show giveaways.
Back to school.
Programs.

Your message will not be thrown away. A great item that will be used for years. Bookmarks make reading fun and Opti rulers allow for conversions from inches to centimeters, millimeters, etc. Looking for a unique business card that cuts through the clutter? Look no further than the Opti card that gets noticed and is truly unique.
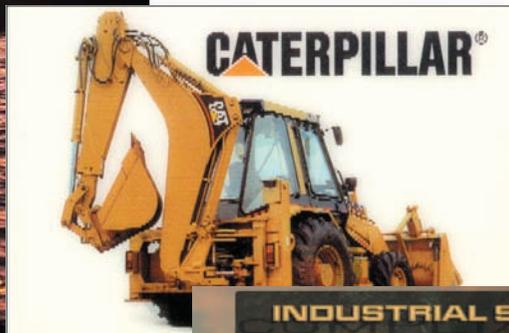
Description:

1 3/4"w x 6 3/8"h (bookmarks) - 6 3/4"w x 1 1/2"h (rulers)

2 3/8"w x 3 1/4"h (info cards) - 3 1/2"w x 2"h (business cards)

Bleed, 4-color process front/1-color back, up/down animation or 3D side-to-side,14 pt. Paper, 17 mil Optipan lens

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	2.38	1.08	.70	.48	.34	.28	.18	.12
3D:	2.44	1.10	.72	.50	.35	.30	.19	.13

(P)

Opti Mouse Pads

We love Custom Quotes.
Pharmaceuticals and software companies
love these.

Definitely not the same old mouse pad. Give
your customer a useful
item that stays in view
all day at work. Sure
to be the hit in any
office or home. Opti
mouse pads show a
unique message with a
functionality second to
none. The lens grips
the mouse ball for
great movement.
Not recomended for
an optical mouse.
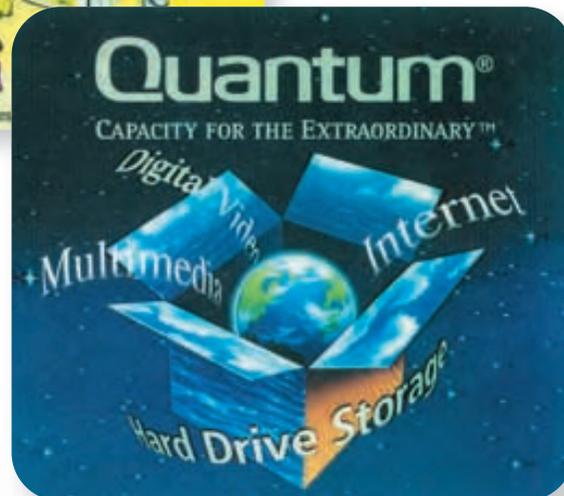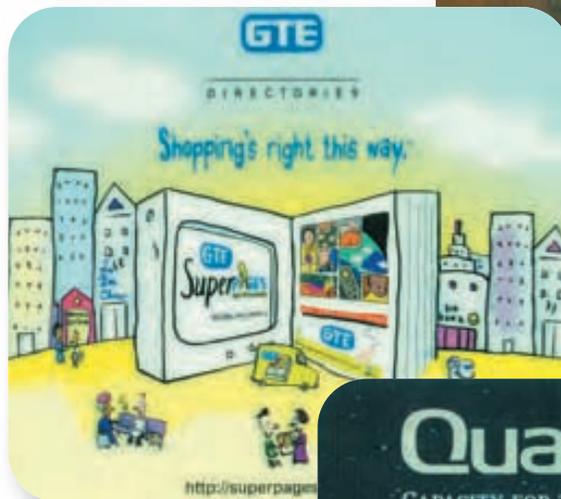
Description:
8"w x 7"h, bleed, 4-color process, side-to-side animation or 3D side-to-side
1/16" rubber backing or Flat Mat thin back with release liner.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000
2-Phase:	6.97	5.82	3.76	2.74	2.12	1.90
3D:	8.20	6.22	3.96	2.84	2.16	1.92

Flat Mat Quantity:	1,000	2,500	5,000	10,000	25,000	50,000
2-Phase:	6.10	5.28	3.18	2.16	1.50	1.30
3D:	6.87	5.68	3.38	2.26	1.54	1.32

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Opti Gift Cards
Opti Phone Cards
Opti Frequency Cards

A great way to get away from the clutter of plain plastic cards. Printed on 14 pt. Vinyl, our 17 mill Optipan lens gives dazzling effects. One of the hottest items in the promotional industry. A durable card that is proven to last. This card will be kept and used.
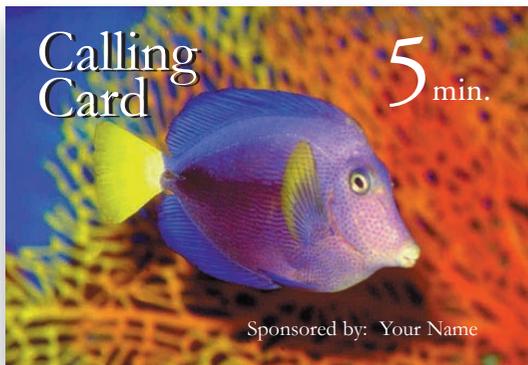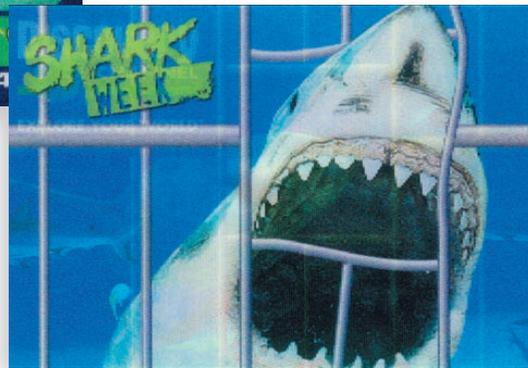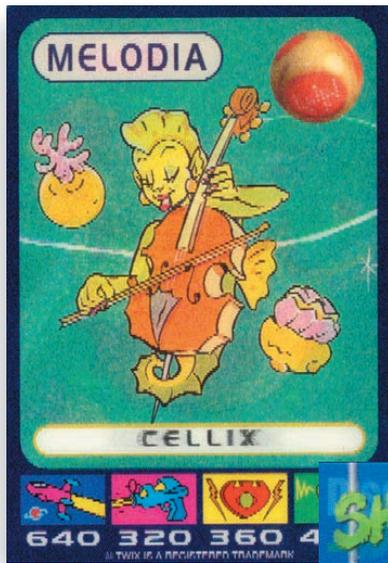
Description: 3.375" wide x 2.125" high, bleed, 4-color process, up/down animation or 3D side-to-side, 17 mil lens, 14 pt. vinyl

on back. One color back.

Available with ink jettings, mag stripping, stickers, sequential numbering, scratch off, signature strips, and encoding at additional costs.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2 Phase:	3.74	1.62	.88	.52	.30	.25	.22	.14
3D:	3.94	1.70	.92	.54	.32	.26	.24	.16

(P)

Opti Buttons
Opti Badges

Fast food loves buttons and badges.

One of our best selling items, Magic Motion™ badges. Side-to-side motion makes the wearer a moving billboard. Three standard sizes of buttons. Pin back badges custom made any size or shape with mounted stainless steel pin back. (prices available on request) Pin backs are great when your customers logo is not a circle, or a custom shape is wanted.

Description: Badges and Buttons. (Badges have paper backs. Buttons have metal backs.)
1 3/4" Dia., bleed, side-to-side animation, 14 pt. paper, 17 mil. Optipan lens.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000
2 Phase	3.70	1.78	1.14	.80	.62	.58	.51
3D:	3.90	1.86	1.18	.84	.64	.60	.56

2 1/4" Dia.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000
2 Phase	3.72	1.78	1.16	.88	.65	.61	.54
3D:	3.92	1.87	1.19	.89	.66	.62	.56

3" Dia.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000
2 Phase	3.74	1.80	1.18	.90	.67	.62	.55
3D:	3.94	1.89	1.21	.93	.69	.64	.56

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Opti Static Clings
Opti Shelf Danglers

New Product Intros.
Holiday Sales Makers.

Any size or shape is available and side-to-side movement will be sure to grab the shoppers attention. C-channel ready fitable or available with double-sided tape to provide extra hold at shelf level. Static clings stay put and bring to life a window or door. Only Opti brings you static clings in Optipan. Static clings are produced on a 8 mil. static cling with a 4 mil. release liner.
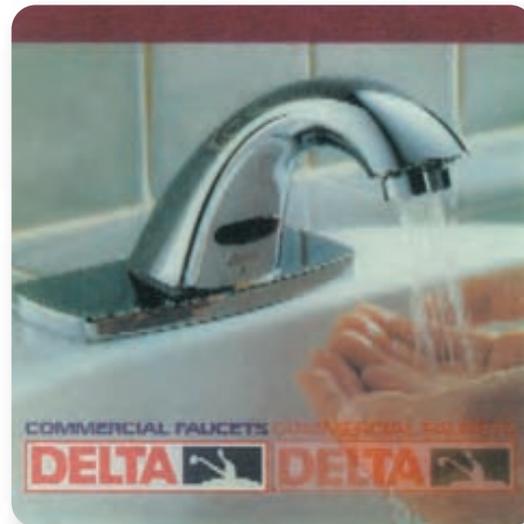
Description:

Dangler 3" x 8" 4-color one-side, bleed, side-to-side animation, 14 pt. paper, 17 mil. Optipan lens.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	3.56	1.70	1.08	.74	.56	.48	.38	.30
3D:	3.76	1.78	1.12	.78	.57	.51	.40	.31

Static Cling   3" x 8"   4-color one-side

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	3.92	1.98	1.32	.96	.72	.60	.50	.41
3D:	4.12	2.06	1.36	.98	.73	.62	.53	.44

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Opti Coasters

These coasters don't get thrown away.

Any size, any shape, Opti coasters are great for beverage companies wanting to get their message out in an unusual way. Sure to be used and kept, these coasters are a conversation piece. Opti coasters are often used in conjunction with post-cards and magnets to build an entire campaign around a cre-ative theme. 3D and 2-Phase look great!
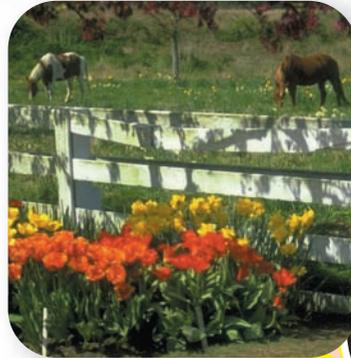
Description:

4" x 4", 4-color fronts, bleed, 18 pt. Paper back, 17 mil. Optipan lens

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	3.34	1.50	.86	.54	.36	.32	.26	.18
3D:	3.56	1.58	.87	.55	.37	.33	.26	.18

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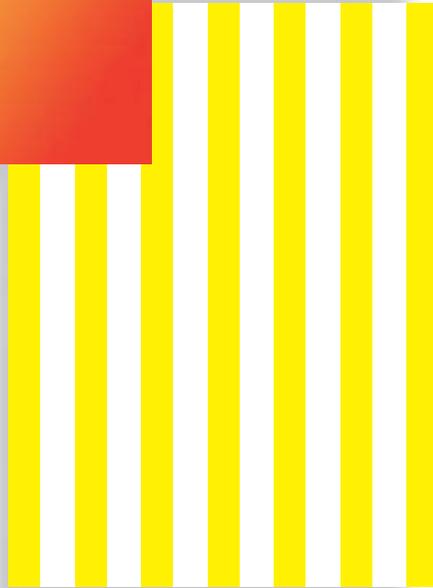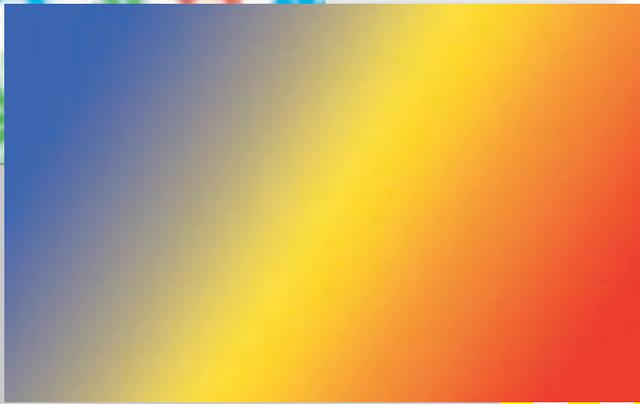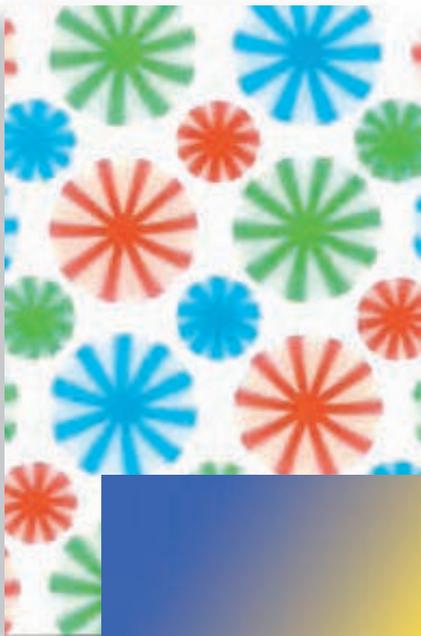
Opti Sheets

In-stock or Custom

Can be imprinted one color for added impact
at additional costs.

One of our best selling stock items. 20" x 14 1/4"
sheets printed on 8 mil static cling matral
with a 4 mil release liner. These sheets are
great for clothing and all types of apparel
and accessories. Extremely flexible, often used
to apply logos and designs onto garments.

Description: Custom Pattern Sheets

22" x 14 1/4", 8 mil static cling, 4 mil release liner, 17 mil. optipan lens. Please call for stock sheet design pricing.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2phase	5.38	4.04	3.46	3.30	3.25	3.18	3.14	3.12

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Opti Apparel

Hot for youth and young teens.

Great for embroidery to tees, sweats and hats.

Looking for a way to make your next apparel piece standout from the crowd? Exclusively ours, we produce trim pieces that make your garment move. Opti Apparel patches look great and we produce all types of custom work to your size and specifications. These items have passed major retailers testing. The only lenticular clothing products that actually work. Various sizes available.

Description:

4" x 4", 4-color fronts, bleed, Vinyl, 17 mil. Optipan lens

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	2.16	1.10	.70	.52	.39	.32	.28	.19
3D:	2.38	1.20	.74	.54	.42	.34	.28	.19

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Opti Point of Sale

Side-to-side movement for action while the customer passes the display. Photographic to digital to lithographic is possible.
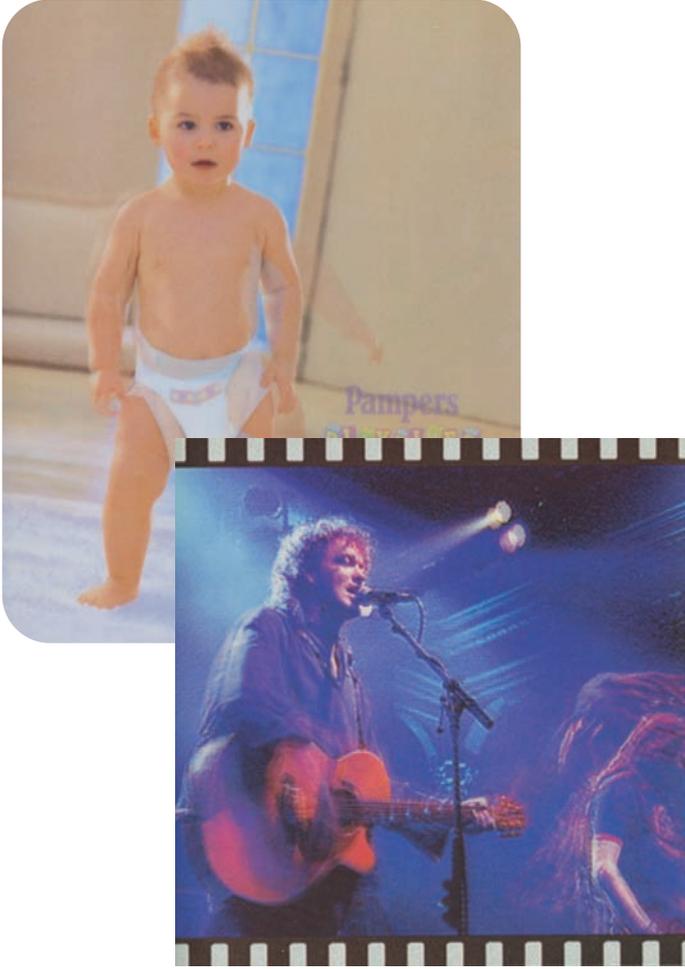
We have produced large lenticular pieces for clients around the world. Photographic pieces are available for small quantity jobs that require magnificent quality. Reflective digital printouts mounted to our thick-ridged lens are excellent for in-store displays in small to medium quantities. Print-to-lens products are great for larger quantities, both reflective and light -box ready. If quantities and size fit our Optipan technology, we can deliver P-O-S displays that grab the customers while fitting into the tightest of advertising budgets.

Description:

9"w x 12"h, bleed, 4 color process, side to side animation or 3D, 18pt paper, 17mil Optipan lens

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000
2-Phase:	3.86	2.60	2.24	1.88	1.40	1.28
3D:	4.06	2.68	2.28	1.90	1.42	1.29

(P)

Opti Tip-Ons

Great for the cover
of a magazine or catalog.
Adds extra excitement and
sales to any publication.
We can provide a turnkey
operation from the production
of the lenticular piece to
the tipping of the cover.

Some of the world's biggest names
are using lenticular pieces to place
their publications above the clutter.
Looking for a way to get your magazine
or catalog to stand out and not get
thrown away?
Look no further.
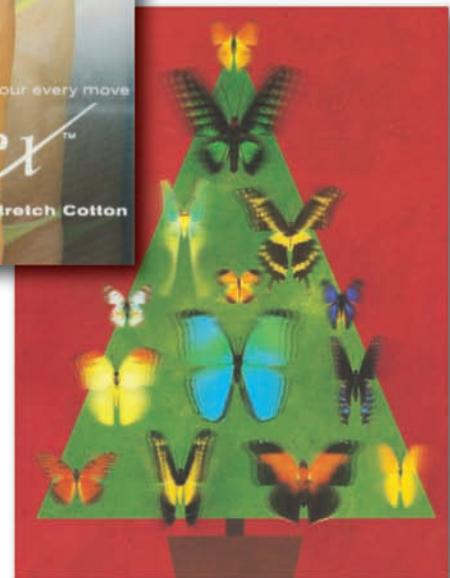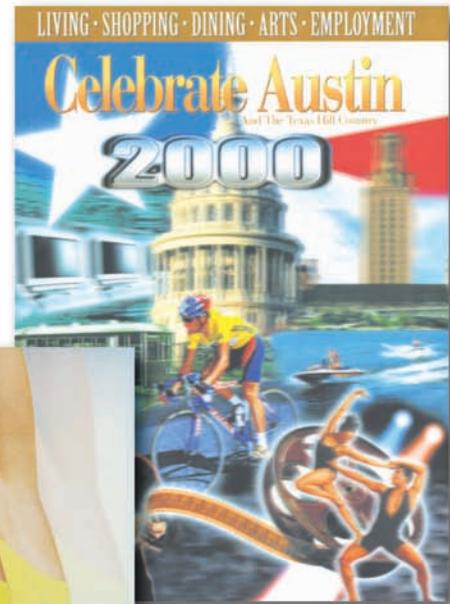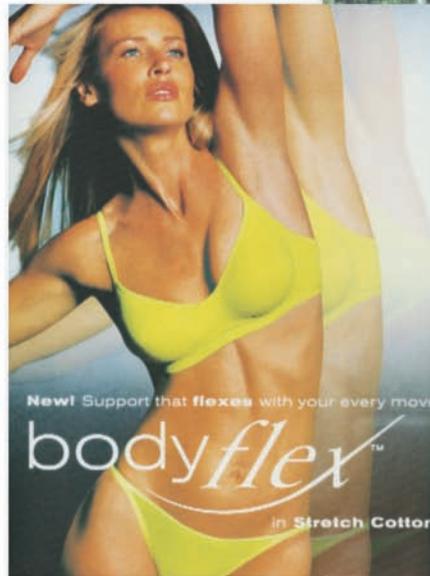
Description:

5.5"w x 6"h, 4 color process, side/side animation or 3D, bleed, pressure sensitive, 17 mil Optipan lens.

Quantity:	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2-Phase:	2.28	1.24	.88	.68	.58	.54	.42	.36
3D:	2.48	1.32	.92	.72	.60	.56	.44	.38

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Opti Luggage Tags
Opti Key Tags

Two of our most popular ASI items, luggage and key tags are very useful, and therefore they have a high-perceived value. Luggage tags are available with or without loops and pouches. Key tags are available in acrylic holders. Both of these items have been used successfully in fund-raising programs for colleges and universities. Call us for a custom quote.

Description: Luggage Tag with 6" clear plastic loop and 1 color imprint on the back. 4.25" X 2.5", 14 pt C2S stock, 17 mil lens, die cut. Loops bulk packed per carton.

	1,000	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2 Phase	2.38	1.10	.69	.48	.38	.28	.24	.20
3D	2.46	1.19	.73	.52	.43	.31	.26	.24

Description: Keytag with 15/16" ring and 5/8" plastic applicator. 2.375 X 1.25", 14 pt C2S stock, 17 mil lens die cut.

	2,500	5,000	10,000	25,000	50,000	100,000	250,000
2 Phase	2.08	1.68	1.41	.80	.60	.49	.43
3D	2.28	1.84	1.52	.85	.64	.53	.45

Opti Stock
Lenticular Items
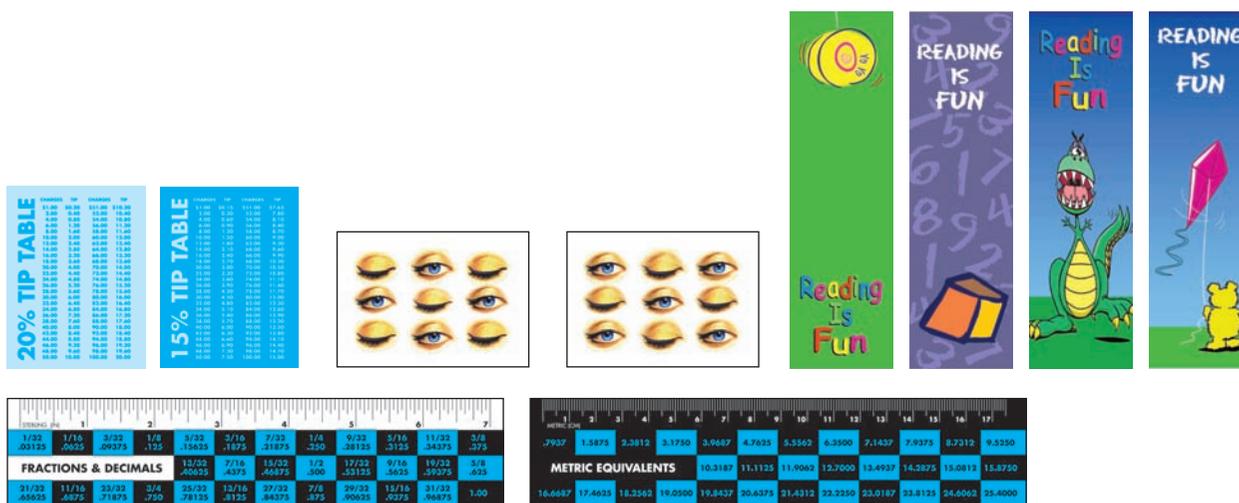
(Dimensions not actual)

- **Customer to provide camera-ready art for back imprint.**

- **Please allow 1 – 2 weeks for production.**

- **Mastercard and Visa accepted for these orders.**

Quantity	250		500		1,000		1,500		2,000	
Back Imprint Colors	1	2	1	2	1	2	1	2	1	2
Ruler/Tip Chart Bookmarks	1.70	2.02	1.30	1.46	1.10	1.18	1.04	1.08	1.00	1.04
Business Card	1.60	1.92	1.20	1.36	1.00	1.08	0.94	0.98	0.90	0.94
Postcards	1.90	2.22	1.50	1.66	1.30	1.38	1.24	1.30	1.20	1.24

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Opti Lenticular
Gang Run Pricing
Square Trimmed

OptiGraphics

Production time will vary. Normally the job will be produced within 4 weeks from art approval, purchase order and any required deposit. Please use the closest number of square inches.

Front colors: 4CP
Back color: 1
Trim: Square Trimmed
Backer: Paper

Unit Prices:
Size   Quantity

	1,000	2,500	5,000	10,000	20,000
2 x 2	$2.98	$1.58	$1.28	$0.88	$0.60
2 x 3	$3.08	$1.66	$1.32	$1.02	$0.68
2.5 x 3.5	$3.18	$1.68	$1.36	$1.08	$0.72
3 x 3	$3.40	$1.98	$1.54	$1.18	$0.74
4 x 4	$3.48	$2.16	$1.66	$1.42	$0.86
5 x 3.5	$3.50	$2.28	$1.76		
6 x 4	$3.82	$2.58	$1.88		
7 x 5	$4.18	$3.50	$2.56		
8.5 x 5.5	$4.74	$4.04			
6 x 9	$5.22	$4.40			
6 x 10	$5.76	$4.92			
8 x 10	$6.66	$5.82			
8.5 x 11	$6.90	$6.20			
9 x 12	$8.10	$7.08			

(P)

Interlacing with proof:

Size	Type	Price
2 x 2 up to 5 x 3.5	Two phase	$375
2 x 2 up to 5 x 3.5	3D and other animation	$675
4 x 6 up to 6 x 10	Two phase	$450
4 x 6 up to 6 x 10	3D and other animation	$1125
8 x 10 up to 9 x 12	Two phase	$750
8 x 10 up to 9 x 12	3D and other animation	$1425

Additional back colors: 1 or 2 colors   Add10% to the unit price
Other backer: Pressure sensitive   Add10% to the unit price
Finishing: Die Cutting   Call for quote

Opti Lenticular Gang Run Pricing Die Cut

OptiGraphics

Production time will vary. Normally the job will be produced within 4 weeks from art approval, purchase order and any required deposit. Please use the closest number of square inches.

Front colors: 4CP
Back color: 1
Trim: Square Trimmed
Backer: Paper

Unit Prices:

Size Quantity	1,000	2,500	5,000	10,000	20,000
2 x 2	$2.98	$1.58	$1.28	$0.88	$0.60
2 x 3	$3.08	$1.66	$1.32	$1.02	$0.68
2.5 x 3.5	$3.18	$1.68	$1.36	$1.08	$0.72
3 x 3	$3.40	$1.98	$1.54	$1.18	$0.74
4 x 4	$3.48	$2.16	$1.66	$1.42	$0.86
5 x 3.5	$3.50	$2.28	$1.76		
6 x 4	$3.82	$2.58	$1.88		
7 x 5	$4.18	$3.50	$2.56		
8.5 x 5.5	$4.74	$4.04			
6 x 9	$5.22	$4.40			
6 x 10	$5.76	$4.92			
8 x 10	$6.66	$5.82			
8.5 x 11	$6.90	$6.20			
9 x 12	$8.10	$7.08			

(P)

Interlacing with proof:

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Additional back colors: 1 or 2 colors — Add10% to the unit price
Other backer: Pressure sensitive — Add10% to the unit price
Finishing: Die Cutting — Call for quote

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Opti Multi-Phase

TECHNICAL REQUIREMENTS

Art Preparation Requirements

Software Applications
Our electronic prepress department is Macintosh based, therefore, if you are preparing electronic art files, please provide them in Mac format.
We can accept the most commonly used application documents for graphic design (send layered files when applicable). We prefer that the application documents are sent rather than Postscript files in order to expedite changes that may be requested.

Fonts
Optigraphics has an extensive type library, but with so many type faces available today, we request that you always include a font folder that contains both printer and screen fonts used in your designs. When working with text in Illustrator or Freehand, it is recommended that you do not convert any text to outlines that could possibly need corrections later. We also recommend that pixel based programs like Photoshop™ not be used for typographical elements.

Disk Directories & Printouts
Please provide a full directory of all disks sent. We also recommend a content page that will detail which documents will be used and their purpose. For jobs to be processed efficiently, printouts of the final design are required. This print, marked "FINAL", should be in color, at actual size when possible, and include all trim and bleed marks as well as any special instructions that will be required. If the print is not at actual size, please indicate on the printout the percentage of the print.

Electronic Media
We can accept files on the following electronic media formats: Zip, Jazz and CDs.

Scanned Images
We can accept scanned or created images in the following file formats: .tiff, .eps, .jpeg and native Photoshop™. Images that are scanned or created must allow for bleed. Work with your images in CMYK color, not RGB. Converting CMYK to RGB will produce unpredictable results in color; therefore, a color proof should be included for Optigraphics to use for color matching on press. The resolution of your scan is important to the quality of the finished piece and will require being saved at 304.8 pixels per inch. When providing originals to be scanned by Optigraphics, we will be able to accept the following types: Transparency (35mm, 2.25", 4"x5", 8"x10", 11"x14"), C-Prints, Illustrated artwork (must be on flexible board material) and Cine format film strip (Bell & Howell perforations only).

Tips

Tips
1. Keep background constant.
2. All lines should be 2pt.
3. Stay away from horizontal or vertical lines
     running in the same direction as the lens.

Estimated Timeline

For One Design

Day 1   Usable art received

Day 3   Animated Opti-Stick™ proof to customer

Day 5   Produce combined film for printing

Day 15 Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti Multi-Phase Layout

Bleed 1/8"
The lens enables you to focus on individual frames depending upon the viewing angle.

Frame 1	Frame 2	Frame 3	Frame 4

Frame 5	Frame 6	Frame 7	Frame 8
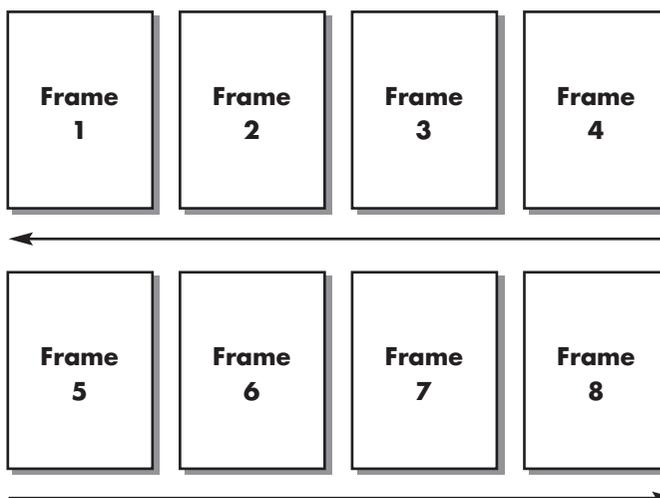
Opti Full-Motion

Film Requirements

Electronic Media
Please provide film sequence using a Beta SP or regular VHS tape (depending on resolution and/or content.) We accept virgin or first generation video, any third generation video is not usually acceptable. 15 to 30 original video frames are needed to make up each animation replay. When a customer submits a video (Beta or VHS), we will send a VHS with a time-code burn so the customer can choose the area they want to capture. We will then convert from our original and them the customer will see a new VHS containing only the sequence for approval. Archived video approved by Optigraphics must be converted before pre-press can start work. (This is done in-house). Full Motion products are available in our M lens and 40 line environments. Estimated timeline below with approved production video.

Art Preparation Requirements (Backprints)

Software Applications
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Tips

Tips
1. Keep Background constant.
2. Flicker-free animation sequence produces best quality.
3. Stay away from horizontal or vertical lines
   running in the same direction as the lens.

Estimated Timeline

FOR ONE DESIGN

Day 1   Usable art received

Day 3   Animated Transparency proof to customer

Day 4   Animated Opti-Stick™ proof to customer

Day 6   Produce combined film for printing

Day 12 Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti-Full Motion Layout

Bleed 1/8"   **Frames** 15 to a maximum of 30 Frames are used.

Frame 1   Frame 5   Frame 9   Frame 14

Frame 19   Frame 23   Frame 27   Frame 30

Opti 2 Phase

TECHNICAL REQUIREMENTS

Art Preparation Requirements

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Tips

Tips
1. Try and stay away from large areas of white or yellow to minimize ghosting.
2. All lines should be 2pt.

Estimated Timeline

FOR ONE DESIGN

Day 1   Usable art received

Day 3   Animated Opti-Stick™ proof to customer

Day 4   Produce combined film for printing

Day 12   Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti-2Phase Layout

Bleed
1/8"

Image A   Image B

Opti Morph

Art Preparation Requirements

Software Applications

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Tips & Tricks

Tips
1. Use a common background.
2. All lines should be 2pt.

Estimated Timeline

FOR ONE DESIGN

Day 1   Usable art received

Day 3   Animated Opti-Stick™ proof to customer

Day 4   Produce combined film for printing

Day 12 Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti-Morph Layout

Bleed
1/8"

Provide the beginning and ending image, Optigraphics technicians will produce the morphed image.

Start Image 1	Morph 90/10	Morph 80/30	Morph 70/50

Morph 50/70	Morph 30/80	Morph 10/90	End Image 2
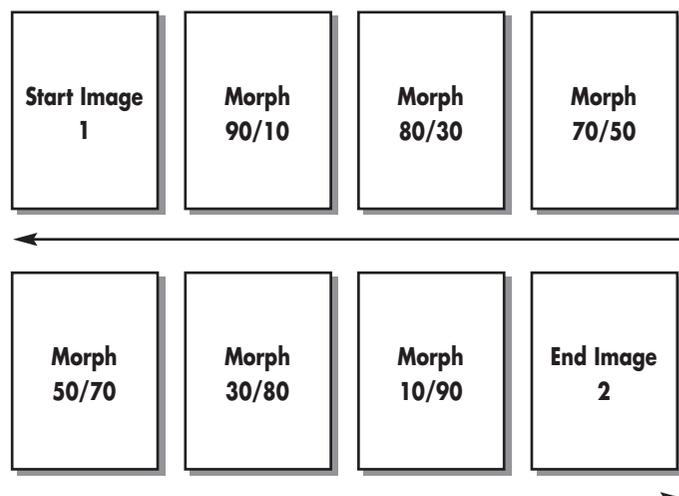
Opti Zoom

TECHNICAL REQUIREMENTS

Art Preparation Requirements

Software Applications
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Tips

Tips
1. Stay away from horizontal or vertical lines
   running in same direction as the lens.
2. All lines should be 2pt.
3. Art should be a darker color moving over a lighter color.

Estimated Timeline

FOR ONE DESIGN

Day 1   Usable art received

Day 3   Animated Transparency proof to customer

Day 4   Animated Opti-Stick™ proof to customer

Day 5   Produce combined film for printing

Day 14   Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti-Zoom Layout

Bleed   Provide the beginning and ending image, Optigraphics
1/8"   technicians will produce the morphed image.

Opti 3-D

Art Preparation Requirements

Software Applications
Our electronic prepress department is Macintosh based, therefore, if you are preparing electronic art files, please provide them in Mac format. We can accept the most commonly used application documents for graphic design (send layered files when applicable). We prefer that the application documents are sent rather than Postscript files in order to expedite changes that may be requested.

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Tips & Tricks

Tips
1. Actual sets with models produce more layers and depth.
2. All lines should be 2pt.

Tricks
1. Use forced perspective - the forced appearance to the eye of objects in respect to their relative distance and positions.

Estimated Timeline

For One Design

Day 1   Usable art received

Day 3   Animated Transparency proof to customer

Day 4   Animated Opti-Stick™ proof to customer

Day 5   Produce combined film for printing

Day 14   Printed material ready for shipment

Note: Any changes received after Day 1 will add a minimum of 1 working days and push all dates back.

Opti-3-D Layout

This is an example of the set-up required for a 3D piece with a final trimmed size of 4"x5". The requirements for bleed will be the same for any 3D piece. Your electronic files need to be set-up with the appropriate elements on the correct layers as shown below.

TRM: Final size of cut piece: 4"x5"

Aim Point Layer
This layer will be the primary focal point of the piece. It will be the sharpest point on the 3D piece and usually is reserved for the key element of the design. Bleed requirements for this layer are 1/8" on all sides.

Front Layer
This layer will be used to show depth on the 3D piece. Front layer elements that appear on the sides of the piece will enhance depth perception. Bleed requirements for this layer are 1/8" on top and bottom and 3/8" on the sides.

Rear Layer
This layer will be used for the background portion of the 3D piece. Some detail should be used on this layer to enhance depth. This layer will appear soft in comparison to the aim point layer. Bleed requirements for this layer are 1/8" on top and bottom and 1/2" on the sides.

Safety: Critical art elements such as text or logos should not exceed this 1/8" boundary.

Mid Rear Layer
This layer will be used to add an additional layer of depth perception and will appear sharper that the fore and rear layers. Bleed requirements for this layer are 1/8" on top and bottom and 3/8" on the sides.

Creatives: All set-ups for Opti-2-Phase are included in unit price provided art is supplied to plant specifications. Set-ups are included in unit prices for Opti-3D, but due to the varying alternatives for providing art for 3D, all Opti-3D pricing can only be classified as ballpark until artwork to be provided has been reviewed by plant technicians.

Packaging: Bulk Pack (Special Packaging available for additional charge).

Shipping: F.O.B. Plant in Texas. Quantity shipped subject to plus or minus 5%.

Lead Time: Approximately 1 to 3 weeks from receipt of art and P.O. with credit approval.
(Lead Time is for lenticular product only.)

Prices are subject to change without notice. Please contact plant for confirmation.

Note: This is just a sample of the many products that can be made with our amazing lenticular graphics. There are very few restrictions or limitations on what can be done. Curious? Unsure? Questions? Give us a call. You may be surprised at how extensive our capabilities are. We have almost 32 years of experience in this highly specialized field.

Here are a few examples of other product applications. Custom pricing available with specs.

Iron-ons, Hang Tags, Collector Cards or Discs, CD Inserts, Decoders, Lapel Pins, Tip-ons of all types
(video, computer software, books or magazines, etc.)

PRODUCT APPLICATIONS For pricing on combining our unique graphics with the following suppliers stock products, please contact us for recomendations.

**Please Contact your Authorized
Optigraphics Distributor Today!**

OptiGraphics

www.optigraphics.com

OptiGraphics

www.optigraphics.com

For more information about Optigraphics complete line of products,
contact your Approved Optigraphics Distributor.