



## **Virtual Images Launches a Back-lit Lenticular In-Theater Display System**

SAN BERNARDINO, California –June 08, 2006– Virtual Images Unlimited (VIU), the nation’s leader in high-quality lenticular 3D and animated products, is proud to announce the latest addition to its product line – the 3D Lenticular Theater Display.

VIU’s displays feature high-quality, back-lit lenticular panels, up to 4 feet by 6 feet, with dynamic 3D and animated effects. The panels are housed in a self-contained light box unit and offer a façade that is available in exotic substrates and can be die-cut into custom shapes and sizes up to 8 feet by 8 feet.

These lenticular displays are easy to execute at theaters and a wide array of fulfillment options are available. VIU has extensive experience working in the entertainment industry and offers creative consultation and prototyping options.

“Our Theatrical Displays grab the attention of movie-goers by showing exciting 3D and moving images as the viewers walk by” stated Dave Corey. “drawing target audiences in and retaining their attention twice as long at traditional displays, entertainment marketers will have doubled the value of their investment”.

For more information on lenticular standees, visit [www.viu.com](http://www.viu.com).

# # #

### **About Virtual Images Unlimited:**

Virtual Images Unlimited, headquartered in Los Angeles, California, is the nation’s leading provider of high-quality lenticular and specialty printed products. VIU’s focus is to provide a variety of superiorly-printed products through the use of high-resolution printing processes. Captivate your audience today! Visit VIU’s product line, [www.viu.com](http://www.viu.com).

### **Media Contact:**

Maile Kaulukukui  
Marketing Manager  
Ph. 909.388.1000, x104  
[mkaulukukui@viu.com](mailto:mkaulukukui@viu.com)

Detailed Specifications  
and GIF files available  
upon e-mail request.