



## **Virtual Images Unlimited, an IGH Solutions Company, Wins Gold, Silver and Bronze in IAPHC's Gallery of Superb Printing**

*Fox's "Night at the Museum" movie poster takes gold in the category of exceptional lenticular printing*

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**Redlands, CA** – Virtual Images Unlimited (VIU), a division of IGH Solutions, announced today that it has received four awards for excellence in lenticular printing through the International Association of Printing House Craftsmen's (IAPHC) annual Gallery of Superb Printing.

The IAPHC's awards acknowledge achievement in the art of printing and graphic design. The competition is held annually in support of IAPHC's goal of expanding awareness among the global graphic arts community. With entrants from 16 countries from around the world as well as several hundred from the United States, the IAPHC awards are recognized globally as one of the highest honors given in the graphic design and print industry.

VIU's awards were all within the category of lenticular printing. VIU's wins included a gold award for its work on 20th Century Fox's Night at the Museum movie poster. The imagery is eye-catching, featuring a two-phase flip of actor Ben Stiller alone in a dark blue room that flips to a whimsical scene with several of the movie's other characters illuminated, and appearing in the orange glowing room.

VIU also received two silver and one bronze award for self-marketing pieces featuring colorful 3D artwork of butterflies and a dimensional cube. Two of these marketing pieces were printed on VIU XD lens, an innovative lenticular lens that creates the illusion of deeper depth than other standard 3D lenses.

IGH Solutions's CEO, Barb Cederberg commented that "we are very excited to receive these highly-coveted awards from the IAPHC organization." Cederberg continued by stating that "through our attention to detail, as well as high-quality standards, we can continue to provide Fox and other clients with distinct award-winning-quality lenticular products."

For more information on VIU and IGH Solutions products and services, visit [www.viu.com](http://www.viu.com).

### **About Virtual Images Unlimited (VIU)**

Virtual Images Unlimited (VIU), an IGH Solutions Company, is the leading provider of high-quality lenticular and specialty printed products. IGH Solutions serves as an umbrella holding company over strategically located specialty print design studios, sales offices and manufacturing facilities center around specialty printing and related services. Headquartered in Los Angeles, CA., VIU's focus is to provide a variety of superiorly-printed products through the use of high-resolution printing processes. [www.viu.com](http://www.viu.com)

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### **About International Association of Printing House Craftsmen (IAPHC)**

The IAPHC is a non-profit, international association for graphic professionals and exists to educate, promote, inform and connect its members and the global graphic community. For more information on the IAPHC visit [www.iaphc.org](http://www.iaphc.org).

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