

XTREME GRAPHICS LAUNCHES NEW LENTICULAR DRINKWARE

First use of Full Motion Video Animation

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INVER GROVE HEIGHTS, MN. –

Xtreme Graphics has launched a new drinkware product line featuring lenticular effects capable of capturing full motion video clips on promotional drink cups.

This technology is seen on 7-Eleven's Slurpee promotional campaign and tied to the release of the movie "Iron Man". This unique in-mold label application marks the first use of full motion video animation on a cup.

The new label technology, capable of capturing up to 24 frames of animation, also enhances additional lenticular effects, such as morph, burst, twirl, and reveal. "Obtaining this level of clear transition and natural flow of each animation on a lenticular in-mold product is unprecedented" said Larry Buck, director of in-mold operations. "Several other summer blockbusters and other promotional events have already contracted with us to produce these cup promotions. They are amazed by the effects we can achieve."

The product is available in all sizes currently offered by Xtreme Graphics, ranging from the 12oz. tumblers to a 52oz. traveler mug.

ABOUT XTREME GRAPHICS

Xtreme Graphics is the world's leading provider of high-quality plastic lenticular drinkware. Xtreme Graphics' focus is to provide a variety of visually exciting drinkware and packaging products through the use of high-resolution printing processes.

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