

VIRTUAL IMAGES PRODUCES MOVIE POSTERS FOR LIONSGATE'S RELEASE OF PUNISHER: WAR ZONE

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REDLANDS, CA

Movie goers are used to seeing posters promoting upcoming films, but the displays announcing the arrival of Punisher: War Zone are taking the art of poster design to new heights – and depths.

The unique two-piece displays utilized lenticular technology to create an impressive, deep 3-D image of the Punisher, the vigilante anti-hero of the latest installment of Marvel comics' action franchise, which opens nationwide on December 5. The backlit black-and-white movie poster features Frank Castle, the movie's iconic character toting guns to match his vigilante-hero attitude. The 3-D poster is accompanied by a reflective lenticular 3D frame of guns that borders the display, adding to the poster's incredible depth.

Produced by Virtual Images, an IGH Solutions Company, the poster sized displays utilize a unique lenticular process that produces images of unusual depth and clarity, said company founder Dave Corey. Vying for attention in crowded holiday theaters, adding the lenticular frame combined the eye-catching appeal of 3-D images with the impact of a free standing display.

"This is a new way to use lenticular design," Corey said. "The marketers of Punisher: War Zone wanted to utilize lenticular's 3D effects to capture the attention of movie goers and fans nationwide. They knew this was the best format to garner attention and recognition for the movie opening,"

Punisher: War Zone lenticular movie displays are currently in high-traffic theaters across the United States. The movie opens nationwide on Friday, December 5th, 2008. For more information on Punisher: War Zone, visit www.punisherwarzonemovie.com

ABOUT VIRTUAL IMAGES, INC

Virtual Images, an IGH Solutions Company, headquartered in Redlands, California, is the leading provider of high-quality lenticular and specialty-printed plastics. Their advanced, high-resolution printing capabilities help entertainment marketers, publishers, and advertising agencies break through the clutter to reach their customers by using technologies that turn a printed surface into high-tech, eye-catching products.

For more information visit their website at: www.ighsolutions.com

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