

Xanté Illumina 3D Debuts at drupa: Affordable Specialty Printing on Lenticular Lens

Xanté Unveils Next Addition to Illumina Digital Color Press Series with Direct to Lens Digital Printing Capability

May 29, 2008 – DÜSSELDORF (drupa 2008) – Small to mid-sized print shops can now enter the lucrative special effects print market with the Xanté Illumina 3D Digital Color Press, which can print directly on lenticular media. The Illumina 3D is perfectly suited for lenticular printing and can also serve as a cost-effective lenticular proofing device for higher-end and wide format applications. The Illumina 3D is driven by a Xanté plug-in to Adobe® Photoshop® developed by lenticular software supplier ProMagic®. The Illumina 3D Digital Color Press is showing at drupa, May 29 - June 11, in Xanté stand F34, Hall 4.

Fast and Easy Direct to Lens Digital Printing

Lenticular printing has become increasingly popular because it grabs attention and ultimately increases product sales. With the Illumina 3D and ProMagic Software Creative Interlacing Suite™ print shops will have an easy and inexpensive way to add this significant, extra dimension to printing and produce special effects such as 3D, 3D Flip, 3D Motion and 3D Zoom. Special effects printing has never been so easy with ready-to-sell lenses produced in less than one minute. Xanté will also supply the lenticular media, Myriad™ Digital Lens, providing a complete solution available at a fraction of the cost of other lenticular printing systems.

The Illumina 3D Digital Color Press is driven by ProMagic, a market leader in lenticular software. Says ProMagic CEO Steve Andersen, "We are excited to be able to work with Xanté to decentralize special effects printing and bring it to mainstream print providers. Our software combined with the Illumina 3D which has the unprecedented ability to print on unusual media is a winning combination."

High-End Output at an Affordable Price

With an affordable price, the Illumina 3D has broadened the special effects/lenticular market to include photo shops, copy shops, small businesses, novelty printers, retail/in-plants and small commercial printers. The lenticular media, Myriad™ Digital Lens, has been developed specifically for use with the Illumina 3D and will be released with 75 LPI (lenticules per inch) capability. Myriad™ Digital Lens media is available in 328 mm x 483 mm (12.9" x 19") sheets and are .45 mm (18 mil) thick.

Limitless Applications

There is no limit to the applications available with Illumina 3D, including: packaging, DVD and CD sleeves, magazine covers, photos, proofs, trading and membership cards, posters, stickers, magnets, menus, signage and much more.

"The Illumina 3D fits perfectly into our vision of bringing leading-edge technology to print shops at an affordable price. Now we're allowing them entrance into yet another new print market. The Illumina has always been unique in its abilities to print on unusual and heavy substrates, and now we've taken those capabilities to the next level," says Xanté CEO, Robert Ross.



Availability

Ilumina 3D will be available to European customers Summer 2008. Rest of world availability will be announced.

About Xanté

Xanté provides state-of-the-art PDF workflow and imaging solutions for high quality graphic and prepress applications by leveraging a combination of its own hallmark technologies and those acquired from RIPit and Exxtra. The product line includes process-free metal and polyester computer-to-plate imaging devices including the popular Impressia and PlateMaker lines; high resolution digital color presses including Ilumina; large format VM series violet metal platesetters and the SpeedSetter series of polyester imaging systems; and award-winning OpenRIP[®] Symphony software RIP, an Adobe[®] PDF Print Engine (APPE) workflow with JDF and support for Adobe[®] PostScript[®] 3[™]. OpenRIP Symphony allows every device in the print shop -- including platesetters, imagesetters, laser printers, digital copiers, inkjet printers and plotters -- to be controlled from a single RIP for true workflow consistency.

Xanté Corporation headquarters is located in Mobile, Alabama, USA, with offices in Sacramento, CA; Duiven, NL; and Zhengzhou, CN. Xanté products are distributed through a worldwide network of reseller and distribution partners. For more information, please visit Xante.com.

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Ilumina 3D is based upon patent pending technology developed by Oki Data Americas, Inc.