

# LAMBDA

## LAMBDA YOUR PREMIUM CHOICE!

EXCEPTIONAL QUALITY  
SHARPER IMAGES  
CRISP TEXT  
MORE REALISTIC & VIVID COLORS  
FREE COLOR MATCHING FOR LAMBDA  
HDL LIFETIME GUARANTEE  
SUPERIOR PRODUCT - LOW COST

## LAMBDA is better than Inkjet

**High Quality:** The quality of Lambda graphics is far better than that of Inkjet graphics.

**Continuous Tone:** Lambda produces a continuous tone throughout, while Inkjet produces a dot pattern.

**Sharper Images and Text:** Inkjet images and text are soft around the edges. Lambda graphics are crisp edge to edge.

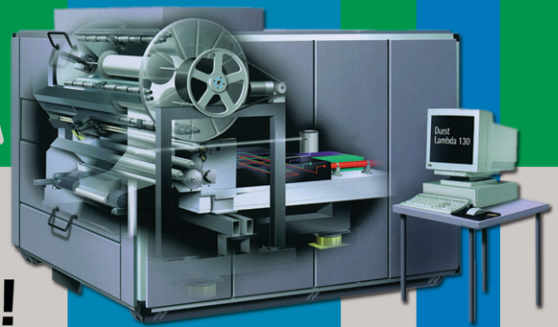
**Superior Skin Tones:** Skin tones are genuine - no pink or green hues.

**More Realistic Color Saturation:** Front or backlit images are more vibrant.

**Backlit Images:** Superior color saturation, depth, and density. By far, the best backlit images on the market.

**Fine Definition:** Product shots and people are more distinctive and clear with Lambda.

**Mural Alignment:** Alignment is more precise with Lambda graphics.



LAMBDA



INKJET



LAMBDA



INKJET



## **Premier Product**

*When you think of premier graphics, nothing compares to the superior quality of Lambda prints. Vivid color, crisp text and sharp images ensure high impact graphics.*

## **Technologically Advanced**

*Lambda is the name used to describe the process, equipment and product resulting in a visually spectacular image. Using continuous tone digital technology, Lambda graphics and mural panels are produced from the transfer of digital images onto reflective or backlit photographic material without the need of a negative.*

*Three lasers - one each of red, green, and blue - are merged into a single beam that simultaneously exposes the photographic material, producing an image in a single pass. By using lasers, the total image is crisp and sharp edge to edge with intense color saturation and no distortion. The next step, similar to traditional photography, is to process the exposed film through a "wet" film developer, where the prints exit dry and are ready for lamination.*

*Simply stated, a Lambda print is the highest quality photograph produced through state-of-the-art technology.*

## **Exceptional Support**

*Added services, features and equipment, along with years of experience set our Lambda graphics and mural panels above the competition! Our exceptional Customer Service and Technical Support staff are available to assist you with design, layouts, specifications, quotes, file preparation and technical issues.*

## **Lifetime Guarantee**

*Lambda graphics are laminated with our preferred HDL laminate. Available in a satin or matte finish, the HDL laminate has a Lifetime Guarantee against delamination. Any graphics that delaminate during normal usage will be replaced at no cost.*

## **Outstanding Color Management**

*Our color management system creates a printing environment that allows for predictable results on how color is portrayed on various materials and print devices. We are the market leader in color management and continue to stay at the helm of new advances in the complex science of color.*

## **Premium Choices**

*Lambda graphics have a wide range of applications including portable, modular, custom and lightbox displays. Murals, detachables, header panels and other components of our display can all be produced using this process, as either front or backlit graphics.*

**LAMBDA BRIGHT** - most commonly accepted industry-wide, a long lasting flexible resin coated paper based print material

**LAMBDA DURAFLEX** - a flexible plastic based print material

**LAMBDA DURATRANS** - a flexible plastic based print material used for backlit images

**LAMBDA METALLIC** - a flexible resin coated paper based print material that offers a pearlescent shine and color saturation

