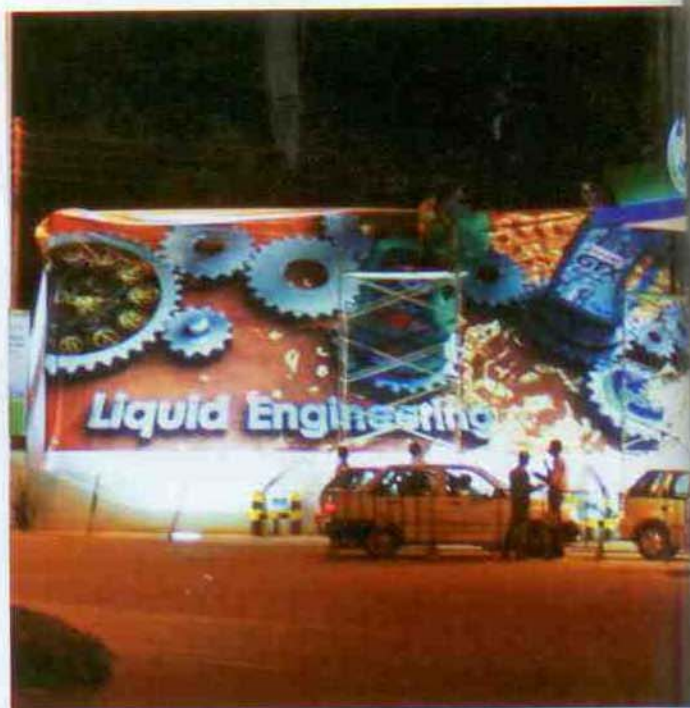


LIQUID ENGINEERING



Mukesh Manik, Director, EncycloMedia Pvt. Ltd says: "The Client PSOL (Pakistan State Oil Limited) who distribute the Castrol brand in Pakistan wanted to display 'Liquid Engineering' on the billboards. We did exactly that by showcasing two product bottles on the billboard which gave the feel of real oil. Our innovation was highly praised by the client as it was beyond their expectation."

The visual impact creates an illusion as if the billboard has got the real bottles on it. The execution has not only created a benchmark for the future billboards in Pakistan but has also been a hit with its TG.

SHREK-2

MediaCo, Manchester has installed a Viteck UltraVu 5330 MEC to increase its diversification into new and lucrative markets such as a billboard campaign for the movie Shrek 2. Mark Wandle, managing director of MediaCo says: "This new printer's two-meter capability further enhances the extensive range of in-house services that we can offer clients. Coupled with our UltraVu 5300, the Viteck UltraVu 5330 EC means we never need to sacrifice quality for productivity. We are able to provide solutions that fully realise agencies' designs in print. Our ability to produce original and creative products has seen us develop the use of over 100 different substrates, which has opened up possibilities for new applications and to tap new markets. We believe that we are the most progressive quality-oriented large format printer in Europe."

