

OPTOELECTRONICA-2001 SA

3D lenticular images

(hv) optoelectronica

OPTOELECTRONICA – 2001 S.A.

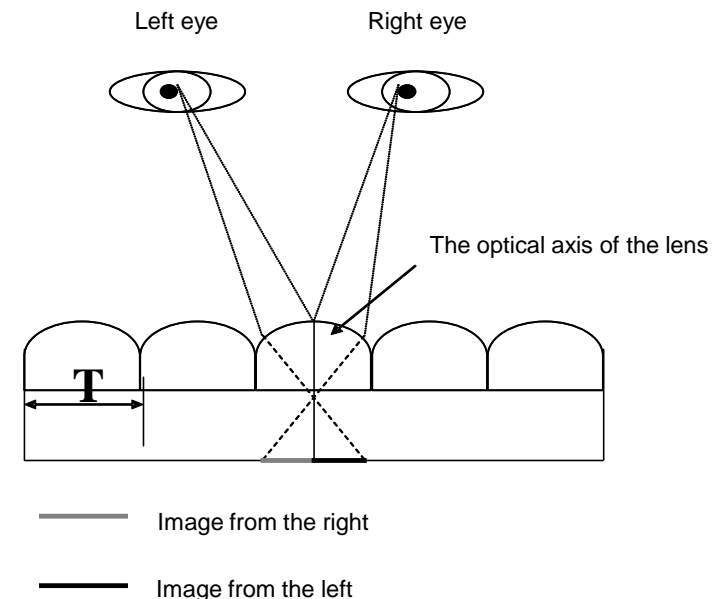
EXCELENȚA ÎN CERCETARE, DEZVOLTARE ȘI INOVARE

3D lenticular images – description

The lenticulars are images that offer the 3D depth illusion of the subject, or allow the achievement of cinematic effects (animation, flip-flop, zoom, morph, color changes etc).

All the 3D and the cinematic effects are the result of a conjunction between a special graphic processing and a microlens layer, that allow the viewer to see different images, depending on the viewing angle.

Thus, should one will look at a 3D lenticular image, each eye will see the corresponding image, and the resulted superposition will create the depth illusion.



3D lenticular images – applications

Postal cards

Business cards

Books covers and other stationery

Packaging and labeling

Advertising



3D lenticular images – types/ models



The type of microlens layer will be chosen depending on the type of application:

- flexible lenses – for formats smaller than A5
- semi-rigid lenses – for formats smaller than A4
- rigid lenses – for formats bigger than A4

The microlens resolution will also depend on the type of application: 100 LPI, 75 LPI and 50 LPI, being the most used types.

3D lenticular images – effects

The “3D LAYERED” effect

When the viewer moves in front of objects placed at different distances, the closer they are, the biggest movement amplitude will deliver.



3D lenticular images – effects

The “FLIP” effect

A dramatic transition from one image to another, one appears while the other disappears.

This is a good way to show a comparison between “before” and “after”, or between “cause” and “effect”.



3D lenticular images – effects

The “ANIMATION” effect

This affect is similar with the flip, but here we can insert 18 images in the same graphics.

It promotes numerous visual effects in public places with high footage levels: supermarkets, reception areas etc.

It is useful for the demonstration of the mechanical movements.



3D lenticular images – effects

The “MORPH” effect

This is a multi-phase animation where an image transforms into another. We could use up to 30 frames, but with slight changes between them.

This is also suitable for areas with high footage levels.



3D lenticular images – effects

The “ZOOM” effect

This effect uses 8-10 animated images in the same single graphics, giving the effect of zooming in, or zooming out.



3D lenticular images – effects

MULTIPLE EFFECTS

This is a combination of 3D and FLIP.
One, or both images could be tri-dimensional.



Thank you!

Director General
Dr. Ing. Teodor NECSOIU

The logo for hv optoelectronica features the letters 'hv' in a blue circle on the left, followed by 'optoelectronica' in a dark blue box with 'e' in red. Below this is the tagline 'excelența în cercetare - dezvoltare' and the website 'www.optoel.ro'.
www.optoel.ro

SALES
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