

If walls could talk, this is what they'd say...

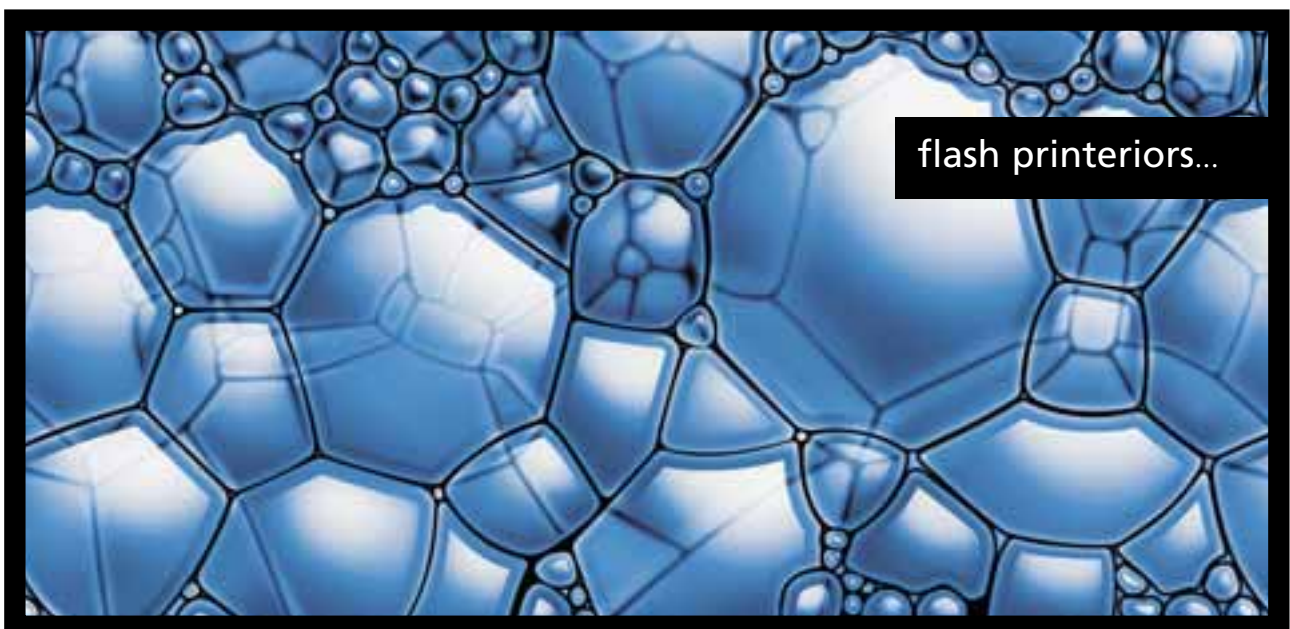
FLASH PHOTOBITION SHOWCASE THEIR RANGE OF FLASH PRINTERIORS AT COMFIA DESIGNEX, 8th-11th May 2003

Imagine being able to print any image or design onto walls, curtains, office partitions or even windows. Well you can! Flash Photobition's range of interior solutions, which have been branded as FLASH PRINTERIORS, include Digital Wallpaper, Digital Drapes, Digital Canvases, PhotoMesh, PhotoGlass and LightWalls. Using state of the art digital imaging technology, these innovative solutions give designers and non-designers the ability to apply any image or pattern to almost any surface.

Flash Photobition's display at this year's Comfia Designex attests to the limitless possibilities. Set before a giant graphic LightWall of bright blue bubbles were a multitude of Flash Printerior applications including a translucent PhotoGlass table top, ottomans upholstered in digitally printed fabric, walls of Digital Wallpaper, a feature wall covered in Digital Drapes and a series of Digital Canvases, all illuminated from above by giant digitally printed lanterns.

The images or patterns used for Flash Printeriors can be created by Flash Photobition's art department as per your brief or can be produced from artwork provided. Either way, the image is simple to apply and is only limited by your imagination.

Fredrik Uden, Director of Flash Photobition, comments on Flash Printeriors in saying "We make custom interior solutions accessible, so clients have creative control over their environment. The key advantage of Flash Printeriors is that they offer a cost effective way of creating an interior that is guaranteed to be unique."



flash interiors...
PRODUCT PROFILES

DIGITAL WALLPAPER: Lilyfield Printing



DIGITAL DRAPES: Hoyts



DIGITAL CANVASES: Jaguar Stand (Design by Designtroupe; Production by Flash Photobition)



PHOTOMESH: Bill Buckle Toyota



DIGITAL WALLPAPER

Flash Interiors allow you to have any image or pattern you want produced as Digital Wallpaper straight from a digital file.

Digital Wallpaper has all the same attributes as conventional wallpaper. It has the same sheen, feel, scuff resistance, washability and a fire resistance rating equivalent to those required by Australian Building Standards.

DIGITAL DRAPES

Unlike conventional forms of fabric printing, such as screen or tumble printing, the digital production process of Digital Drapes means that they are ready for output straight from a digital file.

Digital Drapes are also fire retardant, which is of particular importance to commercial venues, which have strict safety guidelines.

DIGITAL CANVASES

Photographs and digital artwork can now be imaged directly onto a Digital Canvas. Digital Canvases are made up of genuine artist-grade canvas stretched over a wooden frame.

PHOTOMESH

Used up against windows, PhotoMesh can display opaque graphics whilst allowing natural light into the room.

PhotoMesh can even be stretched over a frame and used to create a division in a room. Whilst a distinctive separation is made between areas, there is still a hint of what is on the other side.

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Refer to enclosed CD for high resolution photographs & a soft copy of this press kit.

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PRODUCT PROFILES continued

PhotoGlass: AMP Henderson Global Investors (Design by Geyer, Production by Flash Photobition)



PHOTOGLOSS: IAG (Design by Geyer; Production by Flash Photobition)



LIGHTWALL: Lexus



LIGHTWALL: Reed Property



PHOTOGLOSS

PhotoGlass allows images and patterns to be enhanced by transparent, translucent or one-way effects.

PhotoGlass can look like a backlit image when the ambient light on one side of the PhotoGlass is greater than the other. For example, PhotoGlass on a window during the day looks like a print from the outside and a backlit from the inside. When the inside lights are left on at night, the effect reverses, making the window look like a massive backlit from the outside.

PhotoGlass has effectively been used for privacy in corporate environments, for attention grabbing retail window displays and for the creation of ambience in nightclubs.

LIGHTWALLS

By installing a LightWall, a graphic that covers an entire wall can be illuminated from behind.

LightWalls have the ability to create an energetic vibe stimulated by bold patterns or a serene relaxing mood evoked by cool colours and soft images.

LightWalls can be custom made to virtually any size and can feature any image or design.

flash interiors... are available from:

Flash Photobition
Outlets in Sydney, Melbourne, Brisbane and Canberra. 1800 606 687
www.flash.com.au

For more information contact: Jillian on 1800 606 687 or jillian.nalty@flash.com.au

For regular product updates and advice on graphic-based interior design, subscribe to Flash Photobition's monthly e-newsletter at www.flash.com.au

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