



**IF WALLS COULD TALK,
THIS IS WHAT THEY WOULD SAY...**

Loud images that scream excitement, subtle textures that whisper relaxation and funky designs that put you in the groove - whatever effect, Flash Photobition's Digital Wallpaper is about to start a wallpaper revolution.

But before we go any further, lets get one thing straight. Conventional wallpaper in recent times hasn't exactly been a decorator's best friend. Those involved with renovations recently are likely to have spent more time getting the stuff off rather than on. However, by utilising the latest in digital technology gone are the days of hideous, factory standard floral prints. Through a simple yet innovative process, Digital Wallpaper can be produced straight from a digital file, allowing for total creative freedom with the traditional finish and application method of conventional wallpaper.

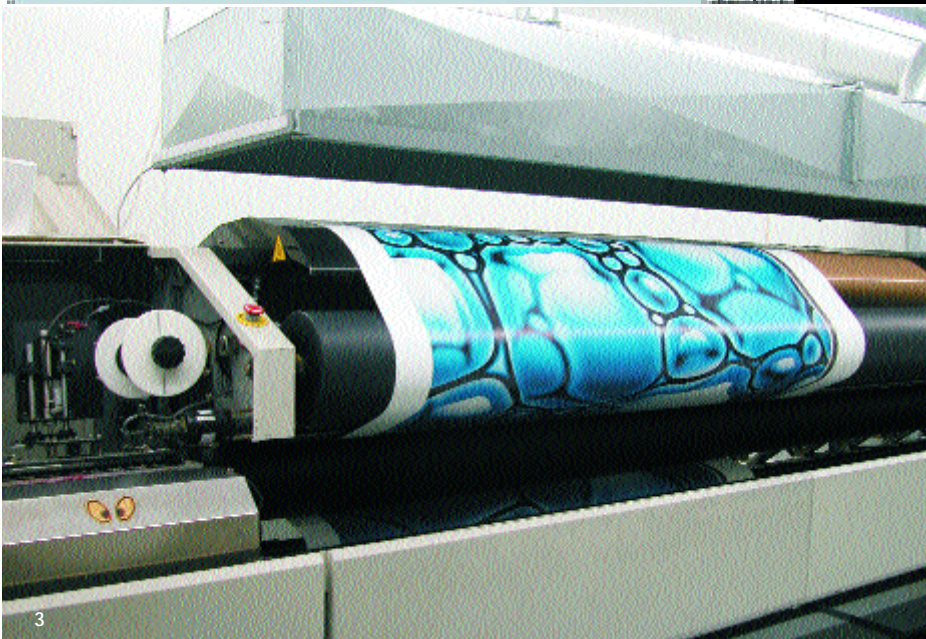
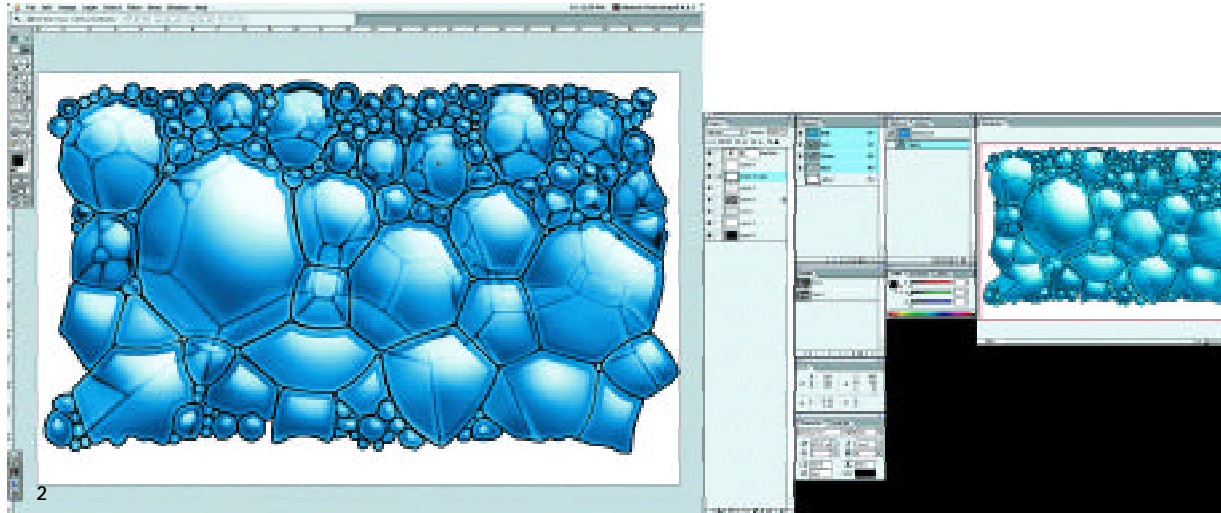
Digital Wallpaper patterns can be designed by Flash Photobition's graphics team according to the customer's brief or can be derived from artwork provided by the customer.

Either way, aesthetic preferences are simple to apply and are only limited by one's imagination.

One popular trend is to have textures such as marble and wood grain scanned and manipulated into a pattern. Also popular, are patterns inspired by those on current fashion fabrics or even works of art.

In a recent job, Digital Wallpaper was used in an office kitchen/entertainment area to create a sense of separation between work and recreation. The design needed to be lively and fun whilst consistent with the room's purpose. A pattern of bright blue bubbles was thus designed in order to create fun-filled mood and the look of bubbly soft drink affirmed it as a place for eating and drinking.

An exclusive feature of Digital Wallpaper's production process is Flash Photobition's Vutek printer, which has an output capacity of up to five metres in breadth and any length. The



Vutek gives Flash Photobition a large-scale output capacity on a wide range of materials.

The Vutek is also used for printing on a variety of soft fabrics. These have recently attracted a lot of interest from furniture and interior designers who have applied digital images to curtains, furniture upholstery and translucent screens. What's more, the Vutek has the ability to print on a range of transparent, translucent and opaque self-adhesive materials that can be applied to hard surfaces.

During its sixteen-years experience in the graphics industry, Flash Photobition has provided thousands of innovative graphic-based solutions for an extensive array of purposes such as retail fit-outs, theatre back-drops, billboards, museums, night-clubs and corporate

environments. Flash Photobition's increased focus on interior design products has thus been a natural progression into an area where Flash Photobition has a technological advantage.

Flash Photobition sees Digital Wallpaper's potential in the domestic sector, where avid home decorators are constantly seeking something exclusive; in a commercial environment, where branding can be incorporated as an distinctive form of visual communication; and in the hospitality industry where Digital Wallpaper will evoke the mood patrons are seeking.

Wherever your walls may be, give them a voice, because if walls could talk this is what they'd say.

PRODUCT:
Digital Wallpaper

COMPANY:
Flash Photobition

APPLICATION:
Avid home decorators, corporate environments, retail fit-outs, night clubs and restaurants.

AVAILABLE FROM:
Flash Photobition
8 Guihen St
Camperdown NSW
2050.

FOR FURTHER INFORMATION:
Contact Jillian Nalty
t: 1800 606 682 or
e: flash.aus@flash.com.au
w. www.flash.com.au