

Special *Spidey 3* Poster

Lenticular poster spotted in theaters.
by Jeff Otto

July 14, 2006 - The publicity blitz for *Spider-Man 3* is kicking into full gear. Sony unleashed a killer teaser trailer for the film just before the July 4th holiday, and now a new lenticular poster for the film has been spotted in theaters across the nation.

What exactly is a lenticular poster, you might ask? It's a poster in which the image changes depending on your perspective. Sony used the same technique on early posters for the upcoming *Monster House*, so if you saw that, you should have an idea.

The *Spidey 3* poster is essentially the chest of Spider-Man with his logo spotlighted in the center. The image changes from traditional red to Venom-white as you walk by the poster, or depending on your perspective. The poster is backlit to enhance the effect.

If you're heading to the theaters this weekend and manage to snag a peek, let us know what you think. We'll be venturing out to check it out in person ourselves shortly.

Spider-Man 3 hits screens on May 4th, 2007.



original article: <http://filmforce.ign.com/articles/718/718818p1.html>