

Lenticular printing on postage stamp

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What you see above is actually a postage stamp that features a 3-second sport clip depicting various perspectives of the winning soccer goal that Andreas “Andi” Herzog scored past Sweden to grant Austria passage to the 1998 World Cup. This historical moment has been immortalized by the Austria postal administration in honor of the upcoming Union of European Football Associations’ 2008 series.

By using advancements in existing technology, Austria Post has managed to put the moving image of this goal onto a postage stamp. The stamp is very large. It measures 6.5 cm (2.6 inches) wide by 4.7 cm (1.9 inches) tall. With its size, denomination, and the novelty of moving images, it is sure to stand out in a stamp collection.

While this stamp is valid for postage, I highly doubt that anyone will use it for such a purpose since it is much nicer to keep as part of one’s collection. Definitely reminds me of those cool limited edition cards found in various collectible comic card series.

Source: [Stamps of Distinction](#)

original article: <http://www.coolest-gadgets.com/20080523/lenticular-printing-on-postage-stamp/>