

MEDIA AVAILABLE: dmtv-HD: Video Now On Print



SAN DIEGO (EWORLDWIRE) Jan 21, 2008

Direct Mail Television Inc. (DMTV) and Imagine! Print Solutions (Imagine) today announced a marketing and production alliance to produce full motion HD-quality video on printed formats. This technology, utilizing the principles of interlacing images used in lenticular production, can now be captured as video footage and printed on lenses as thin as a magazine cover or postcard stock.

DMTV's President and CEO, Lisé Markham, stated: "Imagine is one of the leading commercial printers in the United States, utilizing the most sophisticated technologies and producing \$130 million in revenue annually. Only Imagine could engineer the science of DMTV's vision to deconstruct video frame by frame and print a final product that most closely resembles watching actual video on a print application up to 80.14 x 58.58 inches in size."

"This exciting new technology has the potential to take print to a whole new dimension - perfect for brand marketers looking to transcend the ordinary," said Chris White, Sr. V.P. of sales and marketing for Imagine.

DMTV plans to market the "HD of Print" beginning January, 2008, in all segments of commercial print usage for direct mail, magazine, insertion, gaming and entertainment/media sectors as well as POP and out-of-home signage. "You see this in a shopping mall, theatre, on the street or hold this in your hands, and you can't believe what you are seeing," said Markham. "This combines the intensity of HD video with the staying power of a tangible product the consumer will remember months after seeing."

About Direct Mail Television Inc.

Direct Mail Television Inc. dba DMTV is a multi-dimensional marketing company specializing in the entertainment and brand promotion activities utilizing innovative products it develops delivering the highest consumer response benchmarks for a specific promotional platform. For ten years, DMTV has provided powerful products for Warner Bros, 20th Television, CBS, Univision, Carl's Jr., McDonald's, SeaWorld, Clear Channel, Tribune, and many others to position their brands with their consumer segments. DMTV will roll out its patented, dmtv-HD products this month utilizing the dynamic effects of lenticular imagery with full motion, high definition applications for printed platforms which interact with consumers as they move around it or hold in their hands creating interactive, one-to-one data-driven marketing on par with Internet-based applications.

For more information and instant quotes, visit '<http://www.directmailtv.com>' or call (619) 583-0037.

About Imagine! Print Solutions

Imagine! Print Solutions has 550 employees and will celebrate its 20th anniversary in 2008. Imagine is a \$130 million company serving 7 national print segments: Point-of-Purchase,

Packaging, UV Print, Commercial, Flexography, Digital and Screen Print. Imagine sets the pace in its core markets for service, capacity, flexibility and on-time deliveries. Imagine's capabilities and services include: temporary display design folding carton design electronic pre-press 1-7 color sheetfed & UV printing 1-10 color Flexography complete finishing & carton converting kitting & fulfillment and fully integrated e-commerce services - including online product ordering, inventory reporting & job tracking tools.

To receive more information about Imagine! Print Solutions, e-mail info@imagineps.com or visit '<http://www.imagineps.com>'.

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