

3D, Morphing, Zooming & Flipping Web Site for Designers Lenticular Graphics Web Site Demonstrates "Mind Blowing" Special Effects

KINGSPORT, Tenn., Oct. 11, 2004 – Designers, advertising agencies, brand owners and their printers now have an interactive resource for creating "mind blowing" special effects with lenticular plastic. Lenticular technology creates the illusion of several special effects to include three-dimensional and animated images on a two-dimensional surface. Located at www.lenstar.org, the new Web site demonstrates how designers can provide their clients with flat printed products that give the illusion of animation, morphing, and popping out at the viewer.

"If you are involved in packaging, point-of-purchase merchandizing, direct mail promotions, or advertising, www.lenstar.org is for you. The site features real-world, best in class examples of how contemporary designers are using lenticular technology in advertising, cereal boxes, album covers, signage and shelf tags, to name just a few," said Jorge Cortes, market manager at Eastman. "The mind-blowing special effects demonstrated on the site, are backed up with a wealth of information on everything from how lenticular works, to suggested do's and don'ts." Additionally, the site includes an area where designers working with lenticular can showcase their work

About Lenstar.Org

Lenstar.Org is an innovative lenticular resource for advertisers, designers, and their clients, dedicated to taking the "mystery" out of lenticular and creating an inviting experience for the end user. Sponsored by several key industry leaders, Lenstar.Org provides helpful information that will better the quality of, and continue the successes within the lenticular industry. Members of Lenstar.org include: Eastman Chemical Company; Pacur, Inc; Heidelberg Druckmaschinen AG; KBA-Koenig & Bauer AG; MAN Roland, Inc.; Komori Corporation; Presstek, Inc.; Sun Chemical Corporation; Flint Ink Corporation; Flipsigns; and Photo Illusion.

About Eastman

Headquartered in Kingsport, Tenn., Eastman Chemical Company (NYSE:EMN) manufactures and markets chemicals, fibers and plastics worldwide. The company has approximately 12,000 employees and had 2003 sales of US\$5.8 billion. For more information about Eastman and its products, visit www.eastman.com.

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