



For more information, contact:

Digital Printing & Imaging Association

10015 Main Street, Fairfax, Virginia 22031-3489 USA

Telephone 703-385-1339 • Fax 703-359-1336

E-mail: dpi@dpia.org • Internet: <http://www.dpia.org>

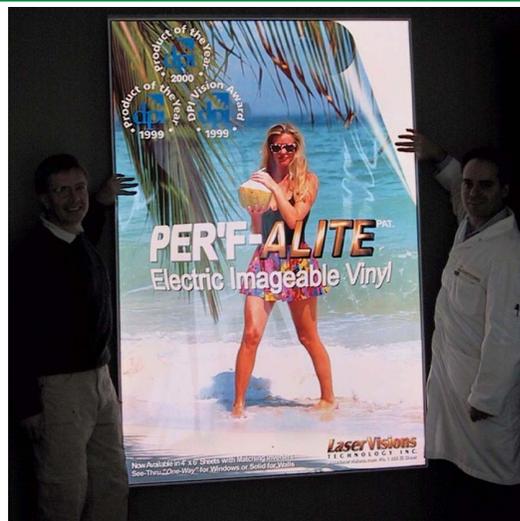
Affiliated with the Screenprinting & Graphic Imaging Association International

NEWS RELEASE

for immediate release

Laser Visions “once again” Voted DPI Product-of-the-Year (2001)... for the third-straight-year-in-a-row!

ATLANTA, GEORGIA—The Digital Printing & Imaging Association (DPI) has recognized *MegaSize*, *SuperBright*, *Per’f-Alite*^{PAT.} Electric Imageable Vinyl, a product of *LaserVisions* Technology, Inc. (Kelowna, British Columbia, Canada), with its 2001 Product-of-the-Year award. The award marks the third straight year that a *LaserVisions* product has been so recognized, having also won the DPI Vision Award in 1999 for the most promising new product being then released to the industry... in the same year the DPI Product-of-the-Year for 1999, followed by the DPI Product-of-the-Year for 2000 and now once again, the DPI Product-of-the-Year for 2001. Never before in Industry history has one Company been so consistently recognized. Announcement of this year’s winner came during the Association’s ninth Annual Conference & Exhibit, held here in Atlanta, Georgia April 5-7.



Product of the Year, *Mega Size*, *Super Bright Per’f-Alite*^{PAT.} Electric Imageable Vinyl, a product of *LaserVisions* Technology, Inc. (Kelowna, British Columbia Canada), won Top Honors. The product, as bright as a fluorescent sign, as light as paper, as thin as a credit card, is available in sheet sizes up to 4 x 6 feet in both non-perforated for walls, floors, columns, countertops and more (see upper photo) *and* one-way *see-through* for windows (see lower photo). *LaserVisions Per’f-Alite*^{PAT.} has made quantum leaps in lamp brightness, with Lux rating up from 390 in 1999 when it was also awarded the DPI Vision Award, to in excess of 700 Lux today utilizing their new state-of-the-art oscillating-chip inverter technology. Sponsored by the Digital Printing & Imaging Association, the Association’s Product-of-the-Year Award program honors that digital imaging product having major and beneficial impact on the industry, offered by industry manufacturers during the year 2000.

Each year, anyone within the digital printing and imaging industry may nominate a product for consideration, by submitting detailed information about that product. *Manufacturers, however, are not allowed to nominate their own products.*

Manufacturers of nominated products provided details about their products’ specifications, along with photos, specification sheets, and other appropriate data. Posters showcasing all eligible entries were displayed at the DPI annual Conference.



Evaluation of entries was made during the Conference, and the winner was chosen by industry peers (DPI members). *LaserVisions* Chairman and C.E.O., Myke Andriash, received their trophy at an Awards Luncheon on April 6. Founded in 1992, DPI has defined its mission as: to serve as the leading global forum for the advancement of the

digital printing industry, through the success of its members.

For more information, contact Association headquarters: 10015 Main Street, Fairfax, VA 22031-3489 USA. Telephone: (703) 385-1339. Fax: (703) 359-1336. E-mail: dpi@dpia.org. Internet: www.dpia.org.