

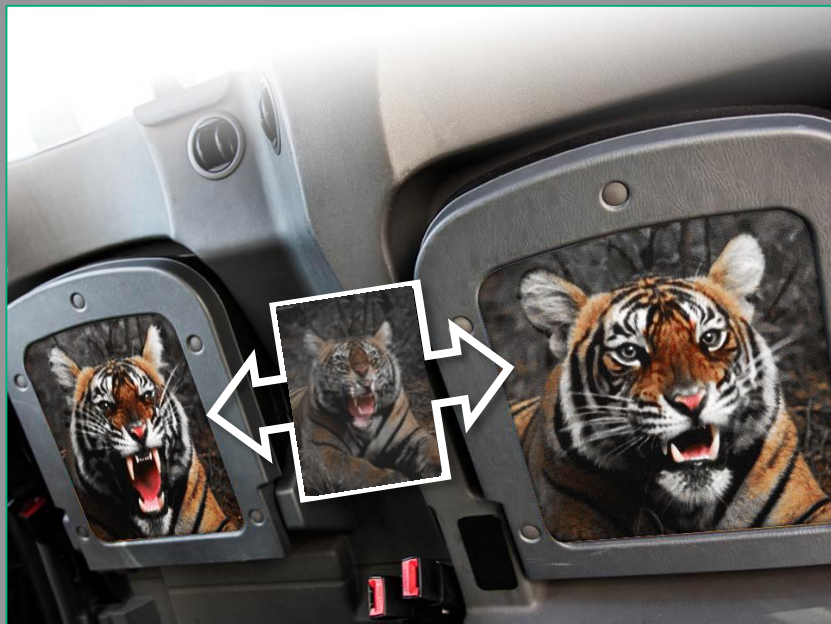
# Lenticular Tip Seats

## Traditional Interior Advertising To Accompany Exteriors

Face-on interior advertising in London taxis is now even more eye catching thanks to sharp quality 3D and Dynamic tip-up seat advertising.

### WHAT IS LENTICULAR?

*Lenticular is a production method of layering lenses over a creative to create motion or depth perception on static locations. Advanced technology allows us to enhance image resolution and eradicate 'ghosting' between image flips.*



### Dynamic Lenticulars

Motion effect depending on the angle of view – left to right. Produces a 2 to 3 stage image flip. Full motion, 8-10 unique frames.

### 3D High Definition Lenticulars

Three dimensional effect without 3D glasses! Both volumetric and spatial 3D available. Up to 16 frames can be layered.



### ARTWORK ASSISTANCE

Available on 5 – 1000 units. Artwork required minimum of 3 weeks prior to in charge. We offer full creative assistance and can provide mock ups and motion gifs on all campaigns. We facilitate 3D creative from flat artwork supplied.

NEARLY  
**4 MILLION**  
PEOPLE RECALL SEEING  
ADVERTISING INSIDE TAXIS  
IN THE LAST WEEK

OVER  
**1 MILLION**  
OF THOSE PEOPLE ARE  
**AB** DEMOGRAPHIC

**62%**  
MORE LIKELY  
TO HAVE A FAMILY  
INCOME OF £75+