



The Winners 2008:

Category: Light Advertising

Product	3M LED Light System 800
Company	3M Deutschland GmbH

And the jury says...

The Innovation Award in the **Illuminated Signs/Displays** category this year goes to **3M** for its **LED LightSystem 800** - a light box which combines light-conducting film and LED strips housed in the top and bottom section of the frame. Multiple units can be put together like building blocks to create evenly illuminated large, outdoor banners. Although numerous light boxes are available in the market, the lighting effect of the 3M solution sets it apart from its rivals on account of the combination of components used. It has a 94 percent reflection capacity; the LED strips provide an output of roughly 800 lumen. According to 3M, the luminous efficiency is up to 160 percent greater than that of conventional light boxes. Both single and double-sided displays are possible.

Category: Digital Printing/Large Format Printing

Product	LEC - 300
Company	Roland DG Benelux NV

And the jury says...

Roland DG Benelux NV saw off the competition in the **Digital Printing/Large Format Printing category** with its **VersaUV LEC-300 print&cut printer**. In comparison to other printers, the jury believes that the main benefit of the Roland roll-to-roll printer is that it can print applications which previously were only possible using screenprinting, such as the printing of relief-type surfaces. Braille lettering can even be printed thanks to a lacquer function. With a resolution of 1,440 dpi the LED-UV printer features not only CMYK but also the colour white. All this at a price of roughly EUR 40,000. The printer can also accommodate media up to thicknesses of one millimetre and widths of 736 millimetres.

Category: Signmaking – machines, materials, software, tools, application techniques and assembly processes for the manufacture of signmaking products

Product	Ez-Film Mag
Company	AIC Magnetix Ltd.

And the jury says...

AIC Magnetix can celebrate receiving an Innovation Award in the **Signmaking - Machines, Materials, Software, Tools, Application Techniques and Assembly Methods for the production of sign products** - category for its **Ez-Film Mag**. The reverse side of the 1.3 m wide digital printing medium is magnetic, allowing it to be quickly attached to and removed from metal bases. The jury believes that the main focus will be on flat surface applications such as exhibition walls, presentation/POP systems or special bases such as refrigerators. What is remarkable is that it is possible to print directly onto a ready composite for such purposes and not, as is otherwise the case, first to print a film which is then applied to a magnetic medium. Also, the printed surface is PET and not PCV; this can be printed with solvent and water-based inks. The EZ film is 0.2 millimetres thick.

Category: Special Award

Product	BoostBox für Digitaldrucker
Company	Yellotools Ltd.

And the jury says...

Yellotools has demonstrated that it is not always the major printer and media manufacturers who deserve to win awards. Which is why this year, as one of the **Innovation Awards, we are presenting a prize for exceptional creativity** and for showing commitment and an interest in developing a product which can help the visual communication industry in carrying out its daily work. **Yellotools** is receiving the special award this year for its **BoostBox**. This is a cabinet equipped with filters in which printed films - loosely rolled up - can dry out and exhale. There is certainly room for improvement with regard to the product's filter technology, for example, however what convinced the jury was the attempt to solve the familiar problem of digital prints having to lie around for several hours to exhale while being exposed to the working environment in a production hall. Our message to them is: keep up the good work!