

## Polarmotion™ Fact Sheet

### Motion gets attention

Competing with all the POP displays out there can be tough. You need an edge. Ask anyone who has looked for a lost golf ball, it's hard to find. Yet while looking, your eye is often drawn to that little leaf blowing across the course. The same is for a display with motion. **Polarmotion™ works.**

### Motion increases awareness

In a classroom study performed in the Philadelphia schools, it was shown that animated pictures not only increase initial learning and retention, they also reduce the required time for presenting a concept. A motion display can highlight the information you want to show. **Polarmotion™ gets your message across.**



### Motion increases sales

Product Acceptance and Research, Inc. conducted a study for the beer industry. They looked at beer sales without any POP display, with a static display and with a motion display (rotating sign). Sales using the static display were increased 56% , while sales with the moving display were increased by 107%! **Polarmotion™ can sell your product.**

## What is needed to create a Polarmotion™ display?

### Sign Face

Selection of the right picture is critical. Where the motion is seen, the more transmissive the artwork, the better. We will work with you in selecting the appropriate design. We can then apply sample motions to your artwork for you to see the results.

### Polarmotion™ Film Applied to Back of Sign Face

After the initial prototyping, we can then create Custom Motion for you. The process involves API making a custom printing matrix specific to the chosen sign face. After that, you can just peel and stick our Polarmotion™ film to your sign.

### Light Box

The finished face needs to be placed into a light box. Florescent light is preferred (lower temperature). Also, the deeper the box the better. We can supply the boxes if necessary.

### Electric Motor for Spinner

An electric 60 RPM synchronous motor is then placed in the center of the box. The motor drives the polarized spinner.

### Polarized Spinner

Finally, a polarized spinner is attached to the electric motor. The spinner is necessary to make the Polarmotion™ film come alive. We can supply pretty much any diameter you need (depending on the size of the light box and the animation used).