

ABSTRACT

A METHOD AND APPARATUS FOR REVERSE PRINTING ON A FLEXIBLE LENTICULAR SUBSTRATE

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There is provided a method and apparatus for reverse printing a plurality of images interlaced with each other on an underside surface of an appropriate flexible lenticular substrate. The method includes analyzing a viewing orientation of either portrait configuration or landscape configuration of at least one of the plurality of images; determining whether the appropriate flexible lenticular substrate is used for the printing of the plurality of images interlaced with each other in accordance with the viewing orientation of one of the plurality of images; analyzing an orientation of a first marker on the underside surface of the appropriate flexible lenticular substrate; and printing the plurality of images interlaced with each other in accordance with the orientation of the first marker on the underside of the appropriate flexible lenticular substrate. It is advantageous that the printed plurality of images interlaced with each other, when viewed through a top surface of the appropriate flexible lenticular substrate, appear to have characteristics selected from the group consisting of: depth, morphing characteristics, can appear to have motion, and the capability to alternate from one image to another.

Figure 1

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