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## World of Make-Believe: Astek Wallcoverings Prints ‘Real’ Interiors for Top Flicks, TV Shows

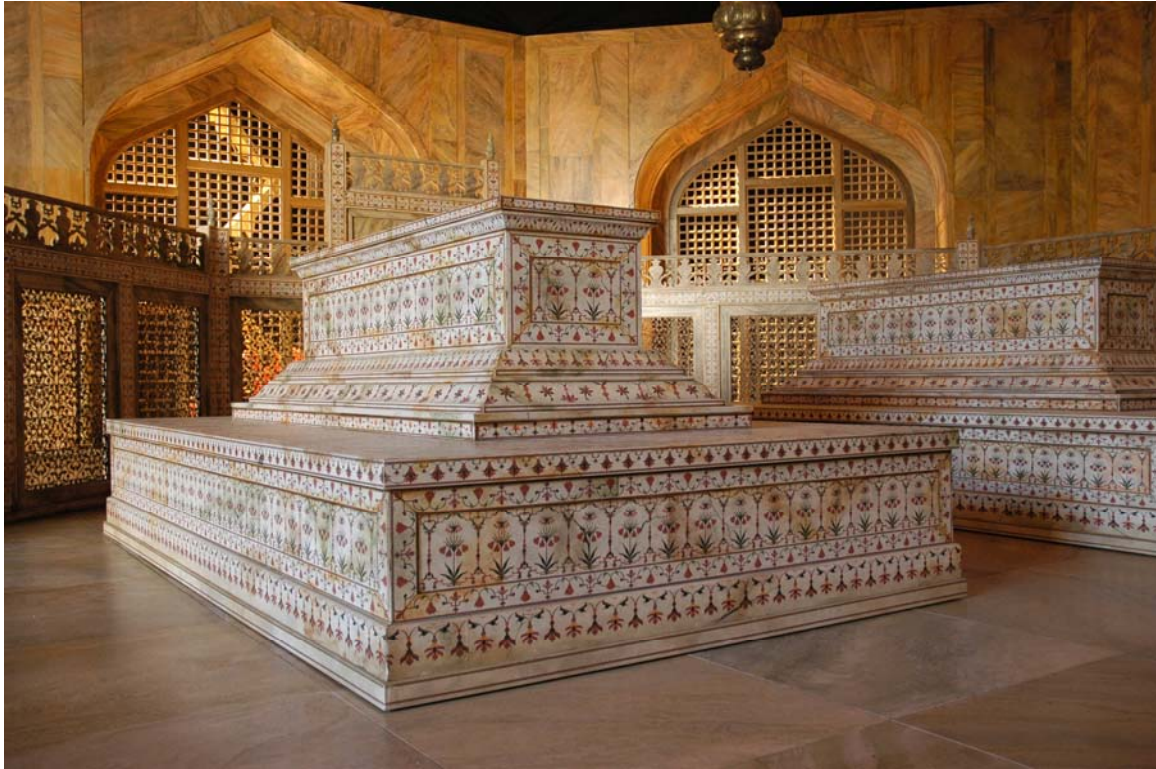
### *Durst Rho’s UV Inkjet Images Bring Hollywood Tales to Life*

**Van Nuys, California, January 2009** – The art of illusion is Hollywood’s specialty. The great cities of the world are “destroyed” in advanced computer graphics sequences. Intriguing characters are brought to life by gifted actors. And increasingly, physical environments as authentic as the places they imitate are created using sophisticated digital printing techniques. Astek Wallcoverings of Van Nuys, CA, has become one of the best of Hollywood’s illusionists – producing sets and interiors so “real” that movie-goers believe the story is “on location” when usually it isn’t. The company uses the versatile, 62”-wide Durst Rho 600 Pictor UV inkjet printer to produce its most exacting, high-profile work.

How exacting and high-profile? Astek Wallcoverings relied upon its Rho 600 Pictor to create the intricate interiors of the Sistine Chapel, the Parthenon and other well-known historic locales for *Angels and Demons*, the upcoming



sequel to the popular *Da Vinci Code*, starring Tom Hanks. Astek President Aaron Kirsch says his team printed on MDF boards to reproduce the Sistine Chapel’s marble floors, on plexi-sheets to reproduce its stained-glass windows, and on bolts of roll media to reproduce walls and other interior elements. At every step, he says, the Rho 600 Pictor was efficient and precise.



“Before we would print these types of images at higher resolution on our other printers,” Kirsch says. “Now with the Durst printer we can get the same image quality much faster, and we can get it on a lot of different media. The Rho gives us better registration, and it’s more accurate laying down ink. With the UV inks, we have more options and lower labor costs. For one thing, solvent inks can make the ends of media curl, so we’d have to deal with sticky-back media. We don’t have to do that anymore.” Astek’s satisfaction with its Rho 600 Pictor prompted the company to acquire a new Rho 320R large-format UV roll printer – the first installation in North America.

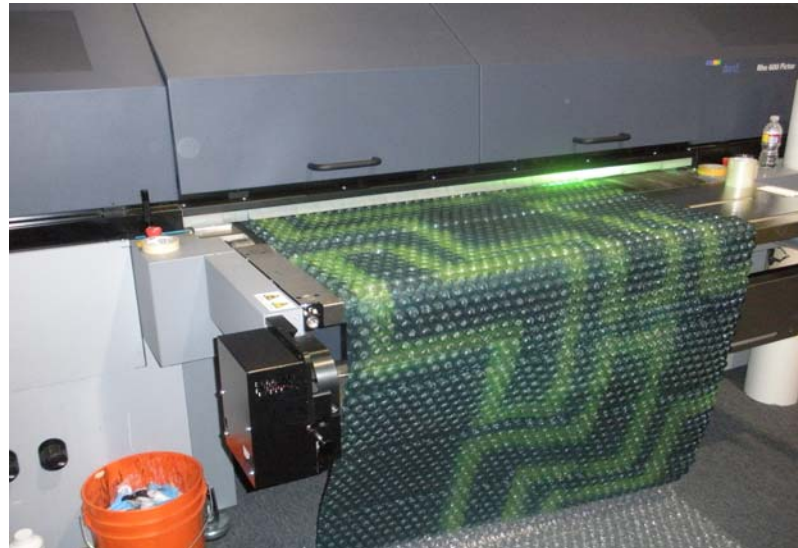
Established in 1980, Astek Wallcoverings is the leading specialty wallcovering provider in the United States. Most recently, with the advent of high-quality, highly efficient digital imaging technologies, the company has focused its attention on the entertainment industry,



leading retail chains and the top design agencies. A key aspect of this transition has been the availability of what Astek calls “eco-friendly UV digital imaging” – important to the socially conscious Hollywood community for its “green” benefits as well as its ability to meet high imaging standards. Durst was an obvious choice for Astek, Kirsch says, in part because its new-generation UV inkjet printers and inks meet the strictest global environmental standards.

“Because of our work in the Hollywood entertainment sector, we know the art directors and we know what they want,” Kirsch says. “Since we got the Rho 600 Pictor we’ve been touting its capabilities, and it’s brought us a lot of business. Now our new Rho 320R is helping us do much more in this segment.” Astek has printed interiors for such movies as *The Curious Case of Benjamin Button*, *The Bucket List*, *Spiderwick Chronicles*, *Oceans 13*, and *No Country for Old Men*; TV shows like *CSI: Las Vegas*, *Desperate Housewives*, *Wizards of Waverly Place*, and *Extreme Makeover: Home Edition*; and leading institutions like the Getty Museum.

Hollywood keeps raising the creative bar, and Astek keeps delivering innovative solutions. For example, Kirsch says, his team used the Rho 600 Pictor to print patterns and images on sheets of bubble wrap to produce whimsical backdrops and interiors for Disney Channel’s youth-oriented *Wizards of Waverly Place*. To execute



such a tricky job, Astek had to be concerned with media transport as well as ink laydown. The show’s set pieces, which also required printing on Plexiglas and wood tabletops, were made to the satisfaction of Disney’s art directors, and they give *Wizards* a unique look.



What makes Durst's printing systems right for these challenging applications is their precise mechanics, image detail and color accuracy, Kirsch says. What makes them right for Astek is their productivity and ease of use, he adds. With their versatile, industry-leading white ink process, "colors from the Rho 600 Pictor and Rho 320R pop a lot better than from other printers.

To satisfy *Angels and Demons'* design team, Astek conducted thorough tests – "We had to learn by doing," Kirsch says – to get all the images and colors right for the movie's detailed sets. "But the Pictor hit it pretty quickly. And it's very user-friendly." It's also very resilient. Kirsch says during the movie's critical production months, Astek pushed its Rho 600 Pictor hard. "It was running 24/7, turning out job after job," he says. "It ran for more hours in a six-month period than other printers do in two years. We ran 150,000 to 200,000 square feet of media, and it performed great." Astek, Kirsch adds, is learning that the Rho 320R, in virtually every respect, is cut from the same cloth.

With the Rho 600 Pictor and its new Rho 320R, Astek Wallcoverings will produce even more movie set environments to help Hollywood create its amazing illusions, Kirsch says.

Pricing and other information for the Durst Rho 600 Pictor and Rho 320R, as well as for other Durst products and services are available by contacting Durst U.S. by phone at 1-888-480-3588, or by e-mail at [info@durst.com](mailto:info@durst.com).

### **About Astek Wallcoverings**

Astek Wallcoverings is a major supplier of speciality wallpaper, large format printing and graphics for the movie and television industry. In recent years, Astek has focused their efforts on custom printing within the entertainment industry, retail chains and top design firms. Astek has expanded their printing capabilities by offering an eco-friendly UV digital printing options. For more information, contact Astek Wallcoverings by phone at 818-901-9876, or visit: [www.astekwallcovering.com](http://www.astekwallcovering.com)

### **About Durst**

Durst Phototechnik AG is a leading manufacturer of digital imaging systems for graphic, pre-press, signage, commercial/retail display, packaging, industrial and photographic applications. Headquartered in Brixen, Italy, the company operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the U.S., France, United Kingdom, Germany and Mexico; and partners with exclusive agents in 120 countries. Durst's reputation for quality, precision and reliability spans more than 70 years. Durst Image Technology U.S., LLC, a wholly owned subsidiary of the Durst Phototechnik Group, is the exclusive distributor and service provider for all Durst professional digital imaging equipment in the United States and Canada. Durst's

professional imaging products include the renowned Lambda laser imagers, Rho large-format UV inkjet printers, Theta roll-to-cut print photo imagers, Sigma high-speed film scanners, photo album creation systems, and other products.

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