

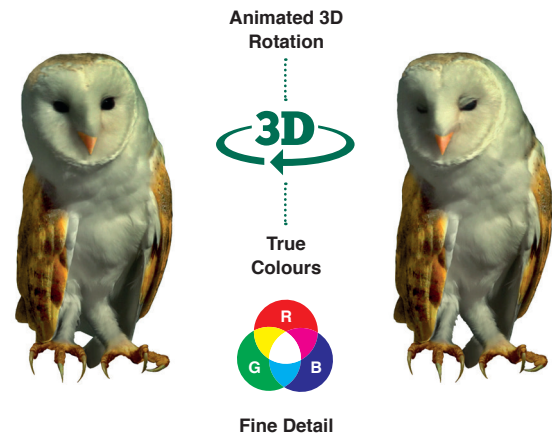
Truelmage™ is De La Rue's latest holographic image feature for use on polymer banknotes. It is visually differentiated from other forms of optical security feature used within the currency domain, by presenting 3D photorealistic imagery with cinematographic animation effects.

This form of holographic image effect addresses both the needs of public perception and technical security, being visually appealing and easy to recognise, whilst also being resistant to re-origination by commercially available holography systems and simulation by foil transfer techniques used in the graphic arts.

Key benefits

- **Secure** – produced using advanced holographic stereogram methods
- **Intuitive and Easy to Explain** – engaging, intuitive cinematic 3D imagery with photo-realistic detail and colour
- **Design Flexibility**
 - Compatible with a wide range of iconic subject matter of varying sizes
 - Can be combined with other effects, such as Dual Image™, Depth™ and demetallisation
- **Level 2 functionality** – micro graphical features

New effects



How does it work?

The Truelmage™ effect is generated by a contiguous sequence of image views, each representing a different viewing perspective and animation step within the cinematographic sequence. The progressive playback of each of these views on east-west tilting produces a strong impression of three dimensionality, similar to the principles of the classic photographic stereogram. In contrast to direct recording model based holography, this technique readily lends itself to providing natural (RGB) colour effects and cinematographic animation. Polymer is the ideal substrate for Truelmage™ 3D rotational effects with photorealistic detail and colour as the smooth substrate surface does not disrupt the replay or playback of the image sequence.

What makes it so secure?

The integrity of any optical security feature is dependent on how well the feature or effects satisfy two requirements: firstly the need for easy public recognition and engagement, secondly the need for the effect to be resistant to simulation or reproduction by techniques or systems available within the commercial sector and the graphic arts and decorative holographic foils domain. Truelmage™ addresses the first requirement by providing imagery which is uniquely natural and intuitive in appearance whilst also providing strong visual appeal and engagement.

Truelmage™ satisfies the second requirement of simulation and reproduction resistance in an exemplary way thanks to De La Rue's specialised proprietary Advanced Image Plane holography. This is in-house developed secure technology based at our dedicated and complex holographics laboratory. The resulting cinematographic 3D image effects of Truelmage™ cannot be adequately re-originated or simulated by commercial holography systems or methods.

Technical specification

Product type: Demetallised hot-stamping foil for application by Optinota-H

Application formats: Stripe (preferably registered to note height)

Foil colours: Silver from front; silver or gold on the reverse side

Foil dimension options: Stripe width as defined by metallisation, 11mm - 16mm*

Registration: Registered to print with excellent tolerances as standard

Substrate: Currently available on Safeguard® polymer substrate with primer coated window

**Dimensions outside these values to be agreed on a design by design basis*

Coming soon on paper

Thanks to innovation in De La Rue's print processes, Truelmage™ 3D rotational effects will in due course be available on paper, subject to suitable adjustments of design and application.