

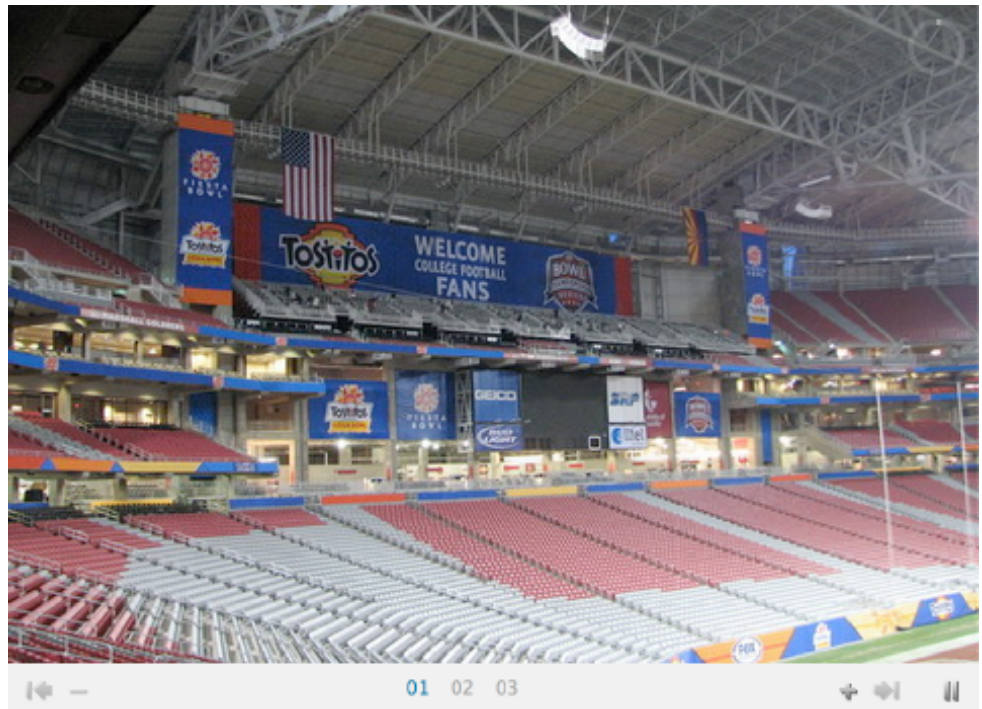


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Pictographics

Craig Miller
Las Vegas, NV



Producing the “Wow” Factor

Since opening Las Vegas-based Pictographics in 1994, owner Craig Miller has built a world-class business. Today, companies such as Intel, Microsoft, IBM, Ford, DaimlerChrysler, General Motors, LG Electronics, Nokia and others spend millions with the company each year to build a better image. Producers of the Fiesta Bowl, BCS National Championships, the NFL Pro Bowl, NBA All Star Games, HBO’s Comedy Specials and other large, televised events frequently call on Pictographics to transform an arena or stage into a visual extravaganza. These and other companies return time and again for one simple reason.

“We offer extremely large companies digital printing capabilities they simply can not find anywhere else,” Miller said.

Miller’s business model is this: apply digital imaging to virtually anything. Accordingly, Pictographics is a recognized pioneer in the field of dye sublimation with a state-of-the-art shop that includes Roland inkjets and a 3.3 meter roll-to-roll heat press, one of the industry’s largest. The company has printed on virtually any available substrate, and even produces custom wall coverings for architects today including ACTM certifications for safety, durability and sheen.

“We have one client that orders over 600,000 square feet of promotional point-of-sale graphics each year,” Miller said. “These graphics go into 12,000 locations.”

To produce the impressive 2006 Fiesta Bowl graphics, Pictographics relied on a Roland 104-inch AdvancedJET AJ-1000 grand-format printer and two 74-inch Hi-Fi Express FP-

740 sublimation printers. "We use dye sublimated textiles for these events because vinyl does not light very well," Miller said. "Dye sub was meant to be photographed and videotaped."

He added, "Roland has given us the best of both worlds. We get world-leading image quality and real production speeds. My Rolands offer better ROI than any other equipment in my shop."



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