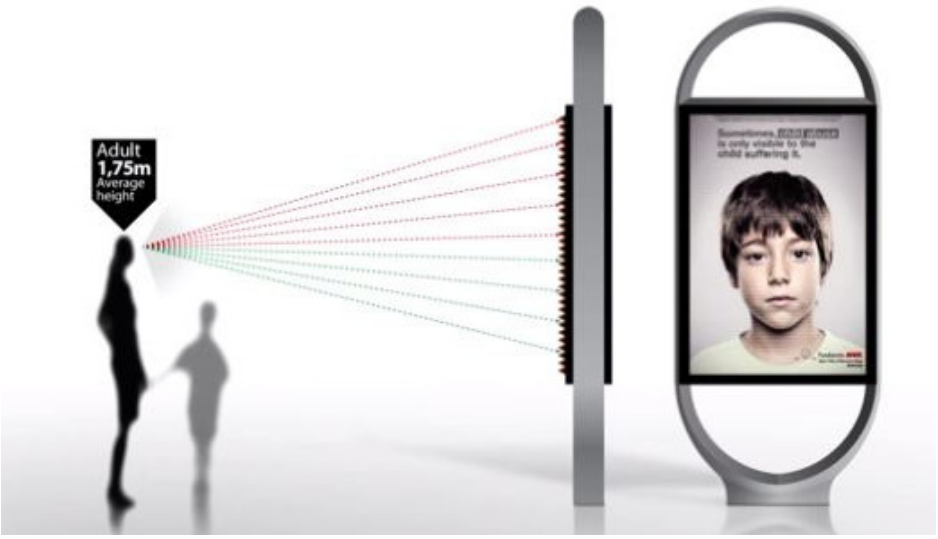
The GREY agency in Spain is running a campaign on child abuse for the ANAR Foundation. Th ey created a poster which appears differently to children than to adults.



Some observers suspect modern targeting technologies (even face recognition) might be involved but **the truth is there's no digital screen.**

It's a display trick created via **a lenticular printing technique**, a type of solution so different that it requires no electricity or internet.

Lenticular printing is a technology in which lenticular lenses (same technology used for some 3D displays) produce printed images with an illusion of depth, or even the ability to change or move as the image is viewed from different angles.

Examples of lenticular printing include prizes given in some snack boxes that showed flip and animation effects such as winking eyes. This technology was created in the 1940s but has evolved in recent years to show more motion and increased depth. Recent advances in large-format presses have allowed for oversized lenses to be used in lithographic lenticular printing.

It's worth a look at the video...

Go **Grey's Campaign in Spain**