

DIGITAL FINE ART & PHOTO:

Magiclée Novara Backlit Film

Frontprint / Backlit Polyester Film

Magiclée

www.magicleeinkjet.com



from the makers of

MARKET APPLICATIONS

- Backlit retail POP displays for indoor and outdoor applications
- Trade show and exhibit graphics

PRODUCT DESCRIPTION

- 6.7 mil frontprint / backlit polyester film
- Unique coating is compatible with pigment OEM inks
- Direct image on the front (matte) surface and view from the imaged side.
- Yields images with maximum ink density, vivid color and high image resolution.
- Combination of waterfast coating and pigment inks allows use indoors or outdoors.

STANDARD SIZES

<u>Novara Backlit Film</u>	<u>Part #</u>
17" x 100'	69576
24" x 10'	70385
24" x 100'	69578
36" x 100'	69580
44" x 100'	69582

Note: 2" cores

FEATURES & BENEFITS

- Maximum ink density, vivid color, high image resolution
- Accepts pigment inks for longer-lasting images
- Novara backlit, in conjunction with pigment inks, has excellent water resistance
- Polyester film offers the smoothest base uniformity and highest image resolution.
- 6.7 mil caliper allows ease of installation and removal in light box frame.
- Available in sizes to accommodate fine art printers.

PRINTER COMPATIBILITY

Compatible with Epson Stylus(R and Canon® iPF series water-based pigment printers. (For best results with Epson printers, use with matte black ink.)

* For complete Magiclée® brand product set, refer to Printer Compatibility Chart.

* For additional product details – including printer settings and lamination guidelines (when used, cold, pressure-sensitive laminates are recommended with this product) – see Application Guide under Tech Support of www.magicleeinkjet.com.

* For ICC profile availability, see www.magicleeinkjet.com.

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Disclaimer: Information presented in this product sellsheet is intended to offer a useful reference in selecting media for your output. No media warranties are implied unless specifically mentioned. Printer and / or ink changes may affect results. The most current product information may be found at www.magicinkjet.com.

Date: November 2008

PRODUCT APPLICATIONS GUIDE



NOVARA BACKLIT FRONTPRINT/BACKLIT POLYESTER FILM

MAGICLEE[®] NOVARA BACKLIT is a 6.7 mil polyester film compatible with Epson and Canon printers. The unique coating is compatible with pigment inks. Direct imaging on the front (matte) surface yields images with maximum ink density, vivid color and high image resolution for backlit viewing in both indoor and outdoor applications. The combination of Novara backlit waterfast coating and pigment inks makes it ideal for outdoor signage with or without back lighting. For best results with Epson printers, use with matte black ink.

PHYSICAL PROPERTIES

Caliper.....6.7 mil.....167.5 micron	Optimum Printing Environment70°F / 21°C (30-70% RH)
% Opacity 75%	Indoor Product Life Expectancy.....2 year protected
Gloss of print side (60°).... 2.0	Outdoor Product Life Expectancy....1 year protected
Whiteness(backing) 75	

APPLICATION GUIDELINES

Imaging: Print side is the matte side, and is wound to the outside of the roll. The print is front imaged and viewed from the image side.

Printer & Ink Compatibility: MAGICLEE Novara Backlit may be printed with Epson Stylus series and Canon iPF series pigment ink printers.

Printer Settings: To optimize print quality, the Epson series with UltraChrome K3 ink should be set for archival matte paper/ 1440dpi/ fine/ fast. For best results with Epson printers, use with matte black ink. For the Canon iPF series, use backlit film mode with highest print quality.

Water Resistance: Novara Backlit in conjunction with pigment inks has excellent water resistance. Lamination is not required but is recommended when an image will be exposed to repeated moisture or physical handling or when prolonged product life is needed.

Material Handling & Storage: To protect unused material, it is recommended to store material in its original packaging, in the poly bag at 59-86°F / 15-30°C and 30-70% RH.

FINISHING RECOMMENDATIONS

Image Protection: Due to the waterfast coating, lamination is not required, although overlaminates will protect the image from physical damage if image is unprotected by glass. Cold pressure laminates should be used with Novara Backlit. When using heat activated laminates, it is recommended to encapsulate leaving 1/8" safe edge around the entire graphic to ensure complete waterfastness.

Lighting: Viewing with reflected or transmitted light yields outstanding image contrast and color vibrancy.

RECYCLING AND DISPOSAL



Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by land fill or an approved incinerator is acceptable. See the Magic Recycle Technical Bulletin @ www.magicinkjet.com

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InteliCoat Technologies

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For more information call 1-800-628-8604
or visit our web site at www.magicinkjet.com

* Most updated version of this guide can be obtained on our website.

12/04/07