



Superwide Graphics:

Coming in Loud and Clear

Printing a Piece of the Action

Decades after fighting his way through the forests of Washington, the jungles of Vietnam, and the caves of Afghanistan, John Rambo (as played by Sylvester Stallone) engaged in another grisly battle, this time played out in the villages of Myanmar. To help promote the opening of *Rambo*, the latest film in the iconic First Blood/Rambo franchise at the Planet Hollywood Resort and Casino in Las Vegas, film distributor Lions Gate Entertainment tapped Big Mountain Imaging, on the referral of Planet Hollywood, to produce a 10,000-square-foot graphic that wrapped part of the hotel's façade.

Harlan Roberts, Big Mountain's vice president of sales, explains that since the hotel's rebranding from the Aladdin to Planet Hollywood, his shop has worked as the primary print provider for the resort. "Planet Hollywood has looked to us to help them execute their vision for hosting movie premieres at the resort. Our experience and ability to perform is important to them."

Santa Monica, California-based design agency Ignition Print designed the graphics as Adobe Photoshop files linked to InDesign and then sent them to Big Mountain. While this is the stage in the game when the print shop would do any necessary color correction, none was needed for this particular project, says Roberts.

Big Mountain then generated a full-size TIFF file and from that printed a reduced-size proof of the graphic with the printer and material to be used for final output. The proofs were sent to Ignition Print and Insync Media, a Los Angeles-based marketing company involved with the project, for approval.

Using its HP Scitex XL 1500 with Triangle Ink, Big Mountain then printed 135 52-inch x 20-foot panels onto Clear Focus SuperVue exterior mount vinyl film. Print time was 32 hours. The panels were hand-trimmed, which took approximately 10 hours, including packaging time. Big Mountain also coordinated the installation of the job, which took two installers and six staging individuals two 18-hour shifts to complete.

Big Mountain has enjoyed success in the wide-format industry since 1999, when the company's 40,000-square-foot Philadelphia office was opened. In 2003, the company took its services west and opened an additional 15,000-square-foot office in Las Vegas. "We have a strong relationship with the major casinos in Atlantic City, so developing that same relationship with casinos in Vegas was a natural extension for us," says Roberts. Big Mountain employs approximately 70 people between both locations.

The print provider caters to a wide variety of customer requests, including wall graphics, trade-show displays, vehicle wraps, mass transit, floor graphics, banners, backlit displays, and building wraps, and both of its facilities feature in-house design, finishing, and installation capabilities—the latter of which can sometimes lead to some action-hero-like stunts of their own, as it did with the *Rambo* install. "Due to the obvious danger of installing on the side of a building, we call off the install when winds reach 20 miles per hour," explains



Roberts. So with severe winds and violent rains facing the install crew teetering more than 40 stories in the air, the installation was called off for a few days, but was back on track when the weather passed, making for a happy and satisfied client.

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