

# DIGITAL LEATHER

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*Digital Leather created the custom leather backdrops for the upcoming film, Prince Of Persia: The Sands Of Time*

## Digital Leather Tapestries to Play as Extras in Upcoming Bruckheimer Film

*SIF Technology's Digital Leather Chosen To Digitally-Decorate Complex, Custom Leather Backdrops For Prince Of Persia: The Sands Of Time*

(Sarasota, FL. March 15, 2009) When Jerry Bruckheimer Films and Walt Disney Pictures went looking for a company to produce full-size leather tapestries to provide backdrops for the palace scenery in the 2010 release of Prince of Persia: The Sands of Time, they had exacting specifications that appeared to be impossible to meet.

Each custom leather tapestry demanded complex graphics and specific color palettes that could not be duplicated with any method currently used in the leather decorating industry, until now. With the development of Digital Leather by the SIF Technology Corporation, Bruckheimer and his set design crew were able to match the project's specifications exactly.

"When we were contacted and asked to undertake this Digital Leather project, we jumped at the opportunity to show the world exactly what we could do to beautify leather," said Bob Mabbott, Chief Technology Officer of the SIF Technology Corporation.

The ability to create Digital Leather provides designers with the means to create any type of graphic on leather goods, including photographic and fine art images. Once applied, graphics become part of the leather for an image that's consistent and durable. With the advent of Digital Leather, a design can be economically printed on one piece or a million pieces of leather.

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### C O N T A C T

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## *Digital Leather Tapestries in Prince Of Persia: Continued*

"The process was simple for the movie set designers; they sent us the digital images they wanted to test via the Internet from Morocco, and we created a sample for them of their images on Digital Leather in the United Kingdom," said Dr. Peter Laight. "Once they approved the concept Digital Leather samples, the process was repeated using the final graphics to create a ten-tapestry palace backdrop. Each tapestry measures 7 ft. x 6 ft. 7 in."

The SIF Technology Corporation first introduced Digital Leather at the Northwest Apparel and Footwear Materials Show in Portland, Oregon in September 2008, and has begun production at its facilities in Sarasota, Florida creating Digital Leather for the fashion, upholstery, automotive interior and action footwear industries.

For help defining your next project, visit [DigitalLeather.com](http://DigitalLeather.com) or call 941-362-1000.

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