

PRINCE OF PERSIA
THE SANDS OF TIME

SIFTM TECHNOLOGY

Defining Leather Through Design

FOR IMMEDIATE RELEASE:

Sarasota Company Plays Colorful Part in Upcoming Disney Film!

SIF Technology's Digital Leather Was Chosen To Digitally-Decorate Complex, Custom Leather Backdrops For Prince Of Persia Movie!



SIF Technology had the pleasure of creating all the Digital Leather backdrops in Disney's new Prince of Persia movie.

Opening in theaters nationwide May 28th, 2010.

Sarasota, FL. May 26, 2010. When Jerry Bruckheimer Films and Walt Disney Pictures went looking around the world for a company to produce decorated, full-size leather tapestries to provide backdrops for the palace scenery in the upcoming release of Prince of Persia: The Sands of Time, they had exacting specifications that appeared to be impossible to meet.

Each custom decorated leather tapestry for the palace scenery demanded complex graphics and specific color palettes that could not be duplicated with any method currently used in the leather decorating industry, until Disney found the R&D group at SIF Technology in Sarasota, Florida.

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 by Disney and Bruckheimer and asked to undertake this Digital Leather project for the movie, we jumped at the opportunity to show the world exactly what we could do to digitally 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, the graphics become part of the leather, is consistent and durable.

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“The process was simple for the movie set designers; via the Internet from Morocco, they sent us the digital images they wanted to test, and we created a sample for them at our facility in London,” said Ron Simkins, Managing Partner of SIF Technology Company. “Once Disney approved the concept Digital Leather samples were created, the process was repeated in a production environment using the movie’s final graphics to create a ten-tapestry palace backdrop which is prevalent throughout the movie. “This is the only technology in the world that would allow Disney to accomplish their task.”

About SIF Technology

SIF Technology is a company comprised of engineers, designers, developers and marketers of digital print media created for the most well known digital imaging brands in the world. SIF Technology has developed a unique printable laminate to permanently fuse high resolution aniline and semi-aniline colors, as well as full color photos and graphic images onto and into the surface of genuine leather and leather components.

The company has two products: Digital Leather and SmartFilm™. Digital Leather is a product that has been specifically developed for the purpose of accepting Smart Imaging Film (SIF) which carries the printed image to the leather. SmartFilm™ is a printable laminate which, when fused to the Base Leather using low temperature and pressure fuses the two products to become one resulting in Digital Leather. The development of the patented digital print media SmartFilm™ marks the dawning of a new era in the design and beautification of leather. Any color, texture, design or image can be fused naturally onto and into the leather grain while still meeting International Performance Standards and retaining the feel, smell, and look of genuine leather.

For more information, please call 941-362-1000, or visit the website at www.DigitalLeather.com.

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