



LARSON-JUHL LAUNCHES VERUS ART, THE WORLD'S MOST ADVANCED 3D RE-CREATIONS IN FINE ART

Verus Art Fuses New World Technology with Old World Craftsmanship

Atlanta, GA (November 23, 2015) – Larson-Juhl, the internationally renowned custom-frame manufacturer, in partnership with Océ – A Canon Company and Arius Technology, today announced the launch of Verus Art, the art world's first 3D printing that captures the true colors and textured brushstrokes of original works of art.

With detail that ensures accuracy within ten microns, Verus Art provides re-creations of master-level artworks, enabling museum patrons and art aficionados alike to experience the visual and tactile sensation of an artist's original brushwork. Through an innovative 3D scanning process created by Arius Technology and a proprietary elevated color printing process created by Océ, Verus Art has bridged the gap between a fine art reproduction and an original. Textured re-creations will be produced under license from copyright holders and marketed under the Verus Art brand name.

"This ground-breaking fusion of art and technology opens the doors to infinite possibilities for museums, galleries, and collectors," said Paul Noble, Vice President, Business Development at Larson-Juhl. "Verus Art will initially focus on Impressionist masterpieces from the world's greatest museums and will expand into contemporary art."

Verus Art's mission is to enhance the way art can be experienced from a visual and tactile perspective. Visually, the added textured brushwork captures the true essence and beauty of the artist's original vision. The ability to touch the re-creation allows art enthusiasts, students and the visually impaired access to a new sensory experience.

Verus Art captures and transports the emotional experience of viewing a masterpiece in a museum into an art enthusiast's home. Establishing direct contact enhances engagement and appreciation of the artist's work.

Verus Art is currently in discussions with museums to re-create their most cherished artworks. Each framed piece will range from \$1,000 to \$8,000, depending on the piece and the size of edition produced.



About LARSON-JUHL

Larson-Juhl, a Berkshire Hathaway company, is the largest frame manufacturer and conservation business in the world with roots dating back to 1893 and the Pacific Picture Frame company in Seattle USA. The company currently operates 61 facilities in 16 countries worldwide.

About OCE – A CANON COMPANY

Founded in 1877, Océ is a global leader in digital printing and imaging that joined forces with Canon on its mission to invent, create and accelerate global digital technologies and connect them to local products and services.

About ARIUS TECHNOLOGY

A leader in laser-based optical scanning systems for 3D digitization of physical objects used in documentation, inspection, reverse engineering and 3D printing, Arius Technology has developed the only 3D scanning system using direct laser color measurement to quantify and collect points containing both geometry and color.

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Fun Facts About Art History

1. Leonardo Da Vinci spent 12 years painting the lips on his *Mona Lisa*.
2. Pablo Picasso was considered a suspect in the theft of Mona Lisa in 1911. He was arrested and questioned, but later cleared and released.
3. Vincent Van Gogh produced more than 2,000 works during his life: 900 paintings and 1,100 drawings and sketches. He only sold one painting while he was alive.
4. Georges Braque was the first living person to have art displayed in the Louvre.
5. Claude Monet's father disapproved of his career path; he wanted him to be a grocer.
6. The first pencil was created in England in 1565.
7. The largest horse statue in the world, the Zizkov Monument in Prague, stands 9 meters (30 feet) tall.
8. From 1912-1948, the Olympic Games awarded medals for artworks inspired by sport.
9. The Oxford English Dictionary offers 12 different meanings for the noun 'art'.
10. In 1961, Henri Matisse's painting *Le Bateau* was hung upside down at New York's Museum of Modern Art for 46 days before anyone noticed.

Art Media Format Timeline

40,000BC – First hand painted art piece found in a cave

9,000BC – First examples of serigraphy

1470 – Leonardo Da Vinci creates *The Baptist of Christ*

1798 – Alois Senefelder invents Lithography

1874 – Eugenio de Zuccato invented the papyrograph

1889 – First Edison Mimeograph is available for consumers

1910 – First examples of screen-printing

1984 – Charles Hull invents stereolithography

1991 – First sample of giclée

2015 – Verus Art