


## Your new source for Product Photography!

*Marketing departments love it! Webmasters have to have it! Your printer has been tapping his fingers waiting for it!*

Let CalCo handle your professional product photography session for you, while your display is fresh out of the paint booth. The time and cost of shipping your products to a studio and back can add up; and CalCo's cost for this service beats most service provider's standard rates.

8.2 Megapixels, state-of-the-art studio equipment and professional talent make for some outstanding photographs. Contact CalCo for more information about this popular service. 



*Clockwise from top: International Truck and Engine; Stober Drives; Fisher Controls.*

## Mobile Marketing is on the Move!

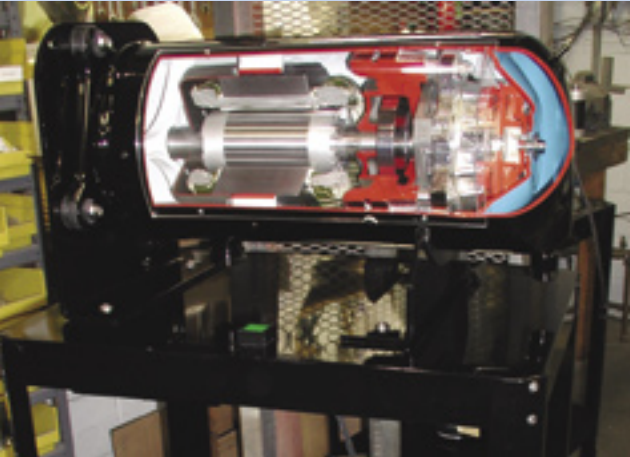
A great way to engage people first hand is to travel to where they are, park your message in the middle of the crowd and let them interact with it first-hand.


GMR Marketing is leading the way in this new trend in marketing, and they called on CalCo to provide an engine cutaway section to dramatically show how and where a specific technology is applied. Two identical cross sections were taken from one engine to provide lightweight cutaways showing the major internal workings of an internal combustion engine.

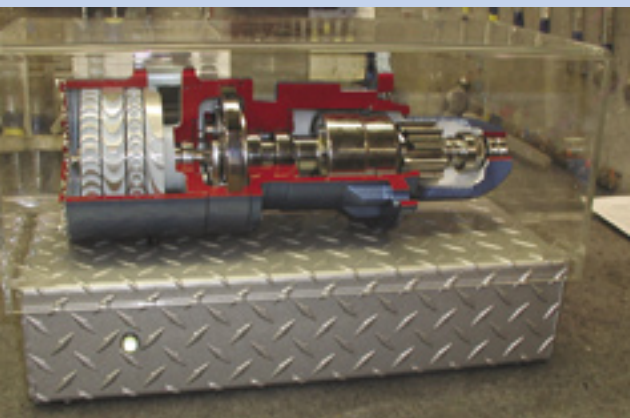


# It's Alive!!

Motorizing your displays is a great way to attract interest and show functionality. Many products can be actuated or rotated with a few minor adjustments and the right horsepower. Lighting and a descriptive backdrop can finish off the whole scene.




This compressor and this turbo starter both run on either a momentary push button or a constant rotation function. Contact CalCo today if you would like additional information about this great option! 




*Raptor skull model produced using CalCo's 3D prototype technology (raw production time: 2 hours)*

## Are Prototypes Biting into your Budget and Eating up your Time?

CalCo's new 3D prototyping service can reduce the time and costs typically associated with new product designs and enhancements. Email your 3D files to CalCo and get immediate pricing and turn-around times. This popular new service may just help you eat up the competition! 

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## An archive you can really use!

Do you know the history of your product displays? Is there someone new in your area that might gain some insight into the legacy of your marketing program? For years and years CalCo has been storing photos of your past cutaways and projects, using them as a reference tool for your future projects. Now these photos are available to you online on CalCo's Members Only page. If you would like access to this portal to browse your past display photos, please contact CalCo for a unique username and password. 

## How to Contact Us

For more information regarding this newsletter or details on how to dramatize your product presentations, please call, write, fax, or e-mail:

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