



BSI Standards Publication

Photography — Lenticular print for changing images — Measurements of image quality

National foreword

This Published Document is the UK implementation of ISO/TS 20793:2019.

The UK participation in its preparation was entrusted to Technical Committee CPW/42, Photography.

A list of organizations represented on this committee can be obtained on request to its secretary.

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© The British Standards Institution 2019
Published by BSI Standards Limited 2019

ISBN 978 0 580 95982 0

ICS 37.040.10

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This Published Document was published under the authority of the Standards Policy and Strategy Committee on 30 April 2019.

Amendments/corrigenda issued since publication

Date	Text affected
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TECHNICAL
SPECIFICATION

ISO/TS
20793

First edition
2019-04-17

**Photography — Lenticular print for
changing images — Measurements of
image quality**

*Photographie — Impression lenticulaire pour images changeantes —
Mesurages de la qualité des images*



Reference number
ISO/TS 20793:2019(E)



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 42, *Photography*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

Lenticular printing is a technology wherein lenticular lenses are used to produce printed images with an illusion of depth, i.e. three-dimensional (3D) effect, or the ability to change or move as the image is viewed from different angles. Lenticular prints to display changing images are built up with a lenticular lens sheet and a printed sheet that contains at least two images, interleaved with the same spatial frequency as the lenticular lens sheet.

Lenticular lenses are an array of magnifying lenses.

Widespread applications of lenticular printing are signage, display posters, business cards, multi-facial message boards and packages with changing images or 3D effects.

It has been reported that the market size of lenticular prints is over 100 million m² and that the market is growing. Furthermore, the potential image qualities of lenticular printing have dramatically improved and further improvements are expected in the future. While production of lenticular sheets with a lens frequency of 100 lpi (lines per inch) is routine, products with a 200 lpi frequency are also currently available.

Although the potential image quality of lenticular prints is high as described above, the quality of images is not always good in the market due to various causes, e.g. due to the misalignment of the lenticular lens and lenticular printed images. This is a critical problem for lenticular printing.

To improve the image quality of lenticular prints, image quality measurements are essential. This document provides standard measurement methods and the specifications for the image quality of lenticular prints.

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Photography — Lenticular print for changing images — Measurements of image quality

1 Scope

This document specifies the measurement methods and specification of image quality of lenticular prints that are used for changing images. This document does not cover lenticular prints that are used for 3D images.

NOTE Lenticular prints for 3D images can be measured with the same types of procedures. However, it needs more information, such as the dependence of the measurement distance, to evaluate the 3D performance.

This document specifically describes measurement methods for cross-talk, viewing angle range, angular misalignment from the designed viewing angle and the uniformity of the image within the printing area of the lenticular print images. These are critical for the image quality of lenticular prints for changing images.

This document is applicable to lenticular prints produced by printing technologies that include impact and non-impact printing. Examples of the former are off-set, gravure and flexography, while the examples of the latter are silver halide, inkjet, dye diffusion thermal transfer and electrophotography. The multiple laser images (MLI) and changeable laser images (CLI) process of using a laser to write through a lenticular screen at different angles to create multiple images is also used.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 5-3, *Photography and graphic technology — Density measurements — Part 3: Spectral conditions*

ISO 5-4, *Photography and graphic technology — Density measurements — Part 4: Geometric conditions for reflection density*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at <https://www.iso.org/obp>

— IEC Electropedia: available at <http://www.electropedia.org/>

3.1 Terms

3.1.1

lenticular lens

array of magnifying semi-cylindrical lenses, designed to produce a desired perception, such as 3D, motion or morphing, to the underlying interlaced image

EXAMPLE This technique is widely used in lenticular printing, wherein the lenticular lens is used to provide an illusion of depth, change or motion to an underlying interlaced image when viewed from different angles.

[SOURCE: ISO/TS 20328:2016, 3.1, modified — Note 1 to entry has been removed.]