

# the **X-Factor**

## **what is it?**

The **X-Factor** is the term coined to describe the result of tension at all corners and connection points of an **XPRESSIONS**<sup>®</sup> skin, when on a frame. The artwork on any skin will then be stretched, with the least amount of distortion at the very center of the skin, and the most amount within the outer 3-5 inches of the skin.

## **is it a live area?**

**NO.** The X-Factor is **not** a live area. The definition of a live area is any artwork that falls within the visual area of a print. The entire skin is a visual area, it is just distorted by the nature of the product.

## **does it have to be distorted?**

**YES.** Because the fabric is under tension as soon as the frame is set up, the printed artwork will **always** be distorted. If a lesser degree of distortion is required then a non-stretch material can be used, but it does not eliminate the distortion effect completely.

## **i don't want it distorted!**

If **no distortion** is a requirement for the artwork being printed, and a pop-up solution is also a requirement for the project, then a **V-Burst**<sup>™</sup> is recommended in place of an Xpressions<sup>®</sup> frame.

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## examples

For every quad, there is an X-Factor distortion effect. A 1x1 skin has 1 X-Factor, where a 2x2 skin has 4.

