



## **HumanEyes to Launch *Creative<sup>3D</sup>*: 3D Software for the Professional Design Market**

**Growing Base of HumanEyes Printers Across the Americas Ready to Output 3D and all Lenticular Designs**

*“It’s a no-brainer. Designers can now, independently, create their own lenticular projects, have full control over the design, and pass the job on for easy output by the printer.”*

**February 7, 2007 – Jerusalem-- HumanEyes’ pioneering 3D technology, already available in products made for photographers and printers, is now engineered specifically for the professional design marketplace with the release of new *Creative<sup>3D</sup>*. *Creative<sup>3D</sup>* is a stand-alone application offering design-centric tools for 3D and lenticular effects creation, and will show for the first time at Graphics of the Americas in Miami Beach next month. In the meantime, HumanEyes is releasing limited copies through its current printer install base, who are sharing copies directly with their customers, designers and ad agencies.**

***Creative<sup>3D</sup>* pricing will be announced and orders will be taken during Graphics of the Americas, March 2-4 at the Miami Beach Convention Center, where HumanEyes is exhibiting in booth #1703.**

*Creative<sup>3D</sup>* includes highly acclaimed HumanEyes technologies, including exclusive 2D to 3D conversion, which maximizes use of existing image assets; and an interactive Timeline workflow feature giving the user precise creative control of animation effects and flips.

HumanEyes now offers dedicated lenticular solutions for all stakeholders in the graphic arts supply chain, from photographers and designers to printers of all types.

### **Designers Can Now Get Into Quality 3D with Low Investment, Complete Control & High Fun Quotient**

While designers have always appreciated the high-impact, dynamic visual appeal of 3D; they’ve been put off by low-quality offerings, high pricing, and limited control over the

creative process. “No more,” says Jeff Miller, Sales Director for HumanEyes, North America. “*Creative<sup>3D</sup>* is top-shelf quality with 2007-standard usability and cost efficiency. Translated: it’s a no-brainer. Designers can now, independently, create their own lenticular projects, have full control over the design, and pass the job on for easy output by the printer.”

### **HumanEyes will Connect Designers & Printers for 3D, Flip & Animation Jobs**

HumanEyes is ready to connect designers with printers who can output their 3D, flip, and animation creations; as the company’s lenticular output applications are being installed in dozens of locations throughout the Americas.

“In the past year, the Americas markets have opened up significantly for 3D,” says Miller. “Our installed base of print providers are already giving early versions of *Creative<sup>3D</sup>* to their design partners, and now we’re ready to share the first iteration of the finished product with the larger creative market.”

Miller says that the numbers of service providers committing to lenticular are growing rapidly. “Modern-day lenticular, as has been introduced by HumanEyes, is a much different animal than the lenticular of old,” he explains. “The truth is that high quality lenticular is no longer the exclusive province of an elite, small group of service providers. The printers buying our lenticular output technology today know that their customers will see marketing campaign investment returns like they’ve never seen before with lenticular – and these same service providers need more design partners.”

### **About HumanEyes Technologies Ltd.**

HumanEyes Technologies Ltd., with offices in Jerusalem and New York, has developed and patented simplified methods for creating stereo panoramic 3D pictures. Using mathematical algorithms developed at the Hebrew University, the software overcomes optical limitations that have existed for over 90 years, to allow creation of a new standard in 3D pictures. It has been determined that advertisements created using this technology result in dramatically increased impact on the viewer.

HumanEyes Board of Directors includes: Benny Landa, founder and former CEO of Indigo (now a division of Hewlett-Packard), Doby Hodd, HumanEyes’ CEO, Yoav Chelouche, former President and CEO of Scitex, Mimi Sela, CEO of Landa Ventures, Alon Dumanis of the Van-Leer Group and Gideon Ben-Zvi, former CEO and co-founder of HumanEyes, Ligature and Wizcom.

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