



Pictures Available Upon Request

**HumanEyes Booth #1704**

**At GOA Partner Booths:**

- Gandinnovations # 1924
- MacDermid ColorSpan # 2036
- Nur Booth # 2122

*Expanding the Creative Horizon...*

**HumanEyes Showcases new Creative<sup>3D</sup> and PrintPro v. 2.0 at Graphics of the Americas/Xplor**

*Key Partners -- Gandinnovations, MacDermid ColorSpan and Nur -- Display HumanEyes Innovations throughout GOA*

*HumanEyes Presents at Xplor Document University Vendor Tutorial Session: Bringing 3D & Lenticular Mainstream – March 4, 9 am, Room B112*

**Miami Beach, FL – February 23, 2007 -- Industry pioneer and award winning HumanEyes Technologies will showcase the newest developments in lenticular technology at Graphics of the Americas (GOA)/Xplor 2007, being held in Miami Beach at the Miami Beach Convention Center, from March 2-4.**

In addition to displaying its PrintPro 2.0 solution, which has attracted a record number of new installs and partners since its Graph Expo 2006 debut, HumanEyes is bringing its latest innovation, *Creative<sup>3D</sup>*, to GOA. Engineered specifically for the professional design marketplace, *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.



**At GOA/Xplor, HumanEyes will exhibit PrintPro 2.0 and new Creative3D in its own booth # 1703, as well as in multiple partner booths, including Gandinnovations booth #1924; MacDermid ColorSpan booth #2036, and Nur booth #2122.**

HumanEyes is also presenting as part of the Xplor Document University Educational Vendor Tutorial Sessions. At the conference, HumanEyes is presenting, *“Bringing 3D & Lenticular Mainstream”* on March 4, Sunday from 9:00 AM - 9:45 AM in room B112.

“We are eagerly anticipating a very positive showcase for our newest technologies. The buzz leading up to the show from potential customers and partners has been tremendous, indicating the market’s readiness to embrace and fully implement HumanEyes 3D and lenticular technologies to expand creative marketing campaigns and print profit potentials,” says HumanEyes Technologies Director of Sales for the Americas, Jeff Miller.

“We’re excited to partner with HumanEyes at yet another major exhibition. HumanEyes’ 3D technology is one of the best ways to showcase the versatility of our Jeti 3150 UV Flatbed Printer,” says Cory Brock, Director of Marketing for Gandinnovations. “Designers and printers who visit our GOA booth will witness first-hand how easy it is to print and profit using the newest 3D technologies from HumanEyes and Gandinnovations.”

### **HumanEyes’ Newest 3D Technologies on Display**

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

**PrintPro 2.0**, the most comprehensive 3D and lenticular creative through output application, turns the average production into a work of art. PrintPro 2.0 offers groundbreaking utilities including the interactive Timeline, a feature first in the industry, which allows real time feedback; 2D to 3D conversion, which turns any stock 2D image into dazzling 3D; unlimited 2D effects and combinations; a new interface architecture; and more.

**Creative<sup>3</sup>D** includes highly acclaimed HumanEyes technologies, including exclusive 2D to 3D conversion, which maximizes use of existing image assets; and the new interactive Timeline workflow feature giving the user precise creative control of animation effects and flips. With Creative<sup>3</sup>D, designers can create their own lenticular projects, have full control over the design, and pass the job on for easy output by the printer – with low investment and complete independence.

### **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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