

HumanEyes Debuts Turnkey 3D Lenticular Creation Solution for Designers

Designers create 3D with newly-shipping Creative^{3D}; then post job to Creative Marketplace™ to get price & time quotes from lenticular printers

Jerusalem & New York – March 13, 2007 -- HumanEyes is shipping Creative^{3D}, software engineered specifically for the professional design community and offering design-centric tools for 3D and lenticular effects creation. HumanEyes is also debuting this week its free companion service, Creative Marketplace, which matches designers to lenticular printers who can output high quality 3D & lenticular effects.

Creative^{3D} is priced at \$299 U.S., and a 60-day, fully-functional trial can be downloaded at www.humaneyes.com. Creative^{3D} permits designers to utilize the high-impact, dynamic visual appeal of 3D and 2D lenticular effects with low investment and complete control over the design. In addition to spectacular 3D creation, Creative^{3D} includes acclaimed HumanEyes technologies such as exclusive 2D to 3D conversion; flips; and zoom, opacity, movement and rotation animations.

Creative Marketplace gives creative professionals a fast, easy and reliable avenue for getting their lenticular jobs produced on time and



on budget. Creative Marketplace is a free, 24/7 web-based service accessed directly from the Creative^{3D} environment, and allowing users to quickly post their projects on-line, where they then receive price and time quotes. The Creative^{3D} user can review the estimates – and only then decide whom he or she would like to work with. All interactions are anonymous.

Amir Veresh, HumanEyes Vice President of Marketing, says, “The Creative Marketplace reduces the time and effort from creation to finished product for the Creative^{3D} user, as well as offering the PrintPro 2.0 printer a great chance to expand their business and communicate with potential customers. Introducing this service is an additional step in HumanEyes' vision of making lenticular a popular and feasible media for mainstream brand owners, creative agencies and printers.”

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); Duby 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.



MUSIC FOR YOUR EYES CREATIVE^{3D}

For distribution questions in North America, call: (800) 552-7344. For distribution questions outside of North America, call: +972 2 651 8999, write 3D@humaneyes.com or visit: <http://www.humaneyes.com>.

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