



THE **OLDHAM** GROUP

HumanEyes and The Oldham Group Sign Distribution Agreement

The Oldham Group Showcases HumanEyes' Latest 3D and Lenticular Technologies at Major Events Including ISA Sign Expo 2007

Jerusalem & Myrtle Beach, South Carolina -- April 4, 2007 -- The Oldham Group, a leading supplier of prepress, pressroom, and bindery equipment; and HumanEyes Technologies, a leading innovator and provider of advanced 3D lenticular solutions, today announce an agreement wherein the Oldham Group large format division will distribute HumanEyes 3D solutions. HumanEyes' new PrintPro 2.0 and Creative³D applications are now featured solutions in The Oldham Group's extensive signage and graphics portfolio for the wide format and graphics industry.

The HumanEyes solutions available from The Oldham Group will include HumanEyes' new LensFree technology, which permits lenticular effects printing directly on glass or acrylic.

The Oldham Group is showcasing HumanEyes solutions at major industry events including the upcoming International Sign Association's Sign Expo 2007, being held in Las Vegas at the Mandalay Bay Convention Center from April 11 to 14. **The Oldham Group will include display samples of 3D and lenticular effects created using PrintPro 2.0 in its booths 4877 and 5076.**

Ronen Sobel, Vice President of Graphic Arts Sales at HumanEyes, says, "HumanEyes sees the alliance with The Oldham Group as an important, strategic move in its sales channel expansion plan. The Oldham Group is a well-respected company and it is a privilege to be added to its prestigious product portfolio. We look forward to a mutually successful, long-term relationship."

With a large selection of equipment and supplies, along with forty-one direct sales representatives providing national coverage, The Oldham Group is a value solutions and support provider to the large format and graphics industry.

Deb Liles, Director of Wide Format Solutions at The Oldham Group, "We're pleased to partner with HumanEyes to bring the latest 3D innovations to the marketplace. HumanEyes' innovative software for 3D and lenticular creation and production delivers a huge advantage in both innovation and affordability for our customers."

“The addition of HumanEyes to our large format portfolio enables us to deliver a total solution that raises the bar on ease of use, functionality and affordability for dimensional sign printing and marketing applications,” adds Liles.

In addition to the ISA Sign Expo, The Oldham Group will feature HumanEyes at the following major events in 2007:

- ⌚ NBM (National Business Media’s Sign Business & Digital Graphics Show) -- Fort Worth – May 3-5
- ⌚ NBM (National Business Media’s Sign Business & Digital Graphics Show) Charlotte – June 7-9
- ⌚ NBM (National Business Media’s Sign Business & Digital Graphics Show) Baltimore – July 12-14
- ⌚ NBM (National Business Media’s Sign Business & Digital Graphics Show) Long Beach – August 9-11
- ⌚ NBM (National Business Media’s Sign Business & Digital Graphics Show) Indianapolis – September 6-8
- ⌚ SGIA (Specialty Printing & Imaging Technology Expo) – October 24-27
- ⌚ USSC (United States Sign Council – Sign World USA) – November 29 – December 1

About The Oldham Group

Oldham Graphic Supply was established in Springfield, IL in 1951 under the name of its founder, Arch Oldham. The initial focus was on printing supplies. As the company grew, prepress, pressroom, and bindery equipment became increasingly important aspects of the business. Expansions and acquisitions added offices in Peoria and Rockford in Illinois, as well as offices in St. Louis, Missouri, Springfield, Missouri, and Dallas, Texas, providing coverage in Illinois, Wisconsin, Indiana, Iowa, Missouri, Kansas, Arkansas, and Texas. The company recently opened an office in Myrtle Beach, South Carolina to support sign and graphics companies.

Since founding its electronics division in 1989, The Oldham Group has invested significantly in electronics technology, training, and service. As systems integrators, The Oldham Group offers its customers expert assistance with regard to automated workflow solutions, digital asset management, CTP output devices, color proofing, color management, workstations, servers, networking, raid solutions and backup solutions.

Oldham Graphic Supply has made every effort to offer the best possible products and service-customer satisfaction is its top priority. The company's 100 employees are available to share their years of technical knowledge. Oldham's belief is that the strong customer and manufacturer relationships they maintain will enable the company-and its customers-to move forward with the challenges and changes of the future.

For more information, please visit www.oldhamgroup.com.

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.

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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