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## **Excelsus Solutions Raves About HumanEyes' New LensFree Technology for Lenticular & 3D**

*Printing on Acrylic Features "Incredible Depth"*

*Cost to do 3D/Lenticular Greatly Reduced*

**Jerusalem and New York – (April 11, 2007) – Excelsus Solutions of Rochester, New York, which specializes in lenticular and large format digital printing of signage, packaging, displays, and specialty projects; is raving about HumanEyes' new LensFree technology. The LensFree feature in HumanEyes' software permits 3D effects and 2D animation to be printed directly on glass and acrylic.**

"LensFree dramatically alters the lenticular landscape by letting anyone print with ordinary, available materials," says Excelsus President Mark Laniak.

### **Cost of Lenticular Now Greatly Reduced**

Laniak says that a large share of the print buying market would like to utilize lenticular, but many have been unable to justify the price because of the cost of lenses. However, as LensFree eliminates the need for lenses entirely, the opportunity to do lenticular, Laniak says, is now available to a much higher percentage of the print buying community.



### **Spectacular Backlit Applications for Outdoor & More**

LensFree's sharp, eye-catching animation effects are suited perfectly for backlit applications such as those featured in airports, subway and rail advertisements, in-store and mall decorations, interior design, and more. The 3D and animation effects are sharp, eye catching, accurate, and may be viewed from a long distance.

HumanEyes' LensFree technology has already taken Excelsus' printing on acrylic to new heights, wowing its customers. "Our customers are already going nuts over it," says Laniak, who says Excelsus has built a special, 4-foot x 8-foot lightbox on wheels to display the company's lenticular capabilities.

"No other visual medium captures this much attention, especially when we print on acrylic with HumanEyes. The depth is incredible; it's like a diamond," Laniak says.

## **The LensFree Profit Opportunity for Printers**

Because it allows for new backlit applications that eliminate the need for lenticular lenses, the LensFree feature opens new, cost-effective opportunities for printers using UV flatbed presses<sup>1</sup>. Instead of printing on dedicated lenticular sheets, 3D effects as well as 2D animation can be printed on standard glass or acrylic (plexiglas), using a simple dialogue box now added to HumanEyes PrintPro software.

## **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.

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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<sup>1</sup> LensFree applications for plotters are in development.