



## **HumanEyes' New Producer<sup>3D</sup> Receives "Worth-a-Look" Recognition at Graph Expo 2008**

*Graph Expo 2008's most compelling products and services, as selected by a panel of 16 leading industry consultants and trade magazine editors*

**November 11, 2008 -- Jerusalem -- Leading lenticular 3D software developer HumanEyes Technologies announces that its HumanEyes Producer3D lenticular workflow solution was selected as one of Graph Expo 2008's most compelling niche products by a panel of 16 leading industry consultants and trade magazine editors.**

"We are proud to have been selected for this prestigious recognition chosen from among the thousands of products at Graph Expo. It's gratifying to see industry accolades coming in concert with increased interest in the marketplace. It's not easy re-creating a category, but it looks like we are succeeding, and the whole marketplace stands to benefit," says Shhar Bin-Nun, HumanEyes's VP Sales, Worldwide.

### **HumanEyes Lenticular Giving Printers and Media Planners Higher ROI**

HumanEyes Producer3D, showcased by numerous partners at Graph Expo 2008 including HP, Fuji, Océ, and Gandinnovations; offers a new and extensive range of revolutionary tools and features. HumanEyes Producer3D, introduced at drupa, is increasing in popularity among printers and media planners who can leverage the application's novelty and higher return on investment.

HumanEyes solutions offer printers and their clients a unique, highly interactive experience that competes effectively with other forms of advertising. Lenticular printing can be used to print everything from business cards to direct mail pieces; packaging and POS materials to banners and posters.

### **Selected from More Than 5,000 products**

Must See 'ems and Worth-a-Look products were selected from the more than 5,000 individual products being shown at Graph Expo 2008 by almost 600 exhibitors. Nominees were reviewed and voted on by a 16 person committee in a secret ballot that required more than majority agreement that a product was compelling for a large number of exhibition attendees to achieve Must See 'ems recognition. Products identified as compelling but of importance to a more limited audience have been identified as Worth-a-Looks.

The Must See 'ems and Worth-a-Look technology and product recognition program is a highlight feature of the Executive Outlook Conference, held the day before the major print industry trade shows GRAPH EXPO® and PRINT®. The program is sponsored by the Graphic Arts Show Company (GASC) and conducted independently by the PrintComsm Consulting Group.

### **HumanEyes Producer3D Offers New Levels of Functionality**

HumanEyes Producer3D's new tools and features have been designed to more easily work with the variety of workflows in the marketplace. An array of new lenticular tools and 'industry first' prepress features that simplify the pre-print process and provide superior lenticular print output set a new functionality standard in lenticular printing. Highlights include the ability save interlaced (lenticular) files as PDFs, a tiling wizard for oversized output, and soft proofing capabilities.

### **About HumanEyes**

HumanEyes Technologies Ltd., with offices in Jerusalem and New York, provides a complete solution for the creation and printing of 3D and other lenticular special effects like flip, motion, zoom and more. The award-winning company develops software for printers, graphic artists and photographers, that enables them to professionally and easily create amazing lenticular applications for advertising, packaging, POP, events etc. HumanEyes's software solutions offer an easy to use and intuitive human interface as well as a minimal learning curve. The company applies vast lenticular experience and knowledge to its products and provides extensive professional services that get customers up to speed – quick and smooth.

HumanEyes's Board of Directors includes: Benny Landa, founder and former CEO of Indigo (now a division of Hewlett-Packard); Duby Hodd, HumanEyes's 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 more information, visit: [www.humaneyes.com](http://www.humaneyes.com).

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