

See HumanEyes in
Fujifilm Sericol
Booth #246 at SGIA



HumanEyes and Partner Fujifilm Sericol Showcase Live Demos of Lenticular File Creation and Production at SGIA

Orlando, FL (SGIA 2007) – October 24, 2007 — Visitors to SGIA 2007 will have the unique opportunity to see live demos of how easy it can be to create and produce spectacular lenticular prints with 3D and 2D effects in the Fujifilm Sericol U.S.A., Inc. booth #246 on the show floor.

The twice-daily demonstrations feature HumanEyes Technologies' award-winning Creative^{3D} and PrintPro 2.0 software paired with marketing partner Fujifilm Sericol's Acuity HD 2504 flatbed UV printer. The Acuity flatbed press has been certified by HumanEyes for the production of both lenticular and LensFree™ prints using HumanEyes' PrintPro 2.0 application.

"We've found the interest in lenticular to be quite high among current and prospective customers. People have heard about, or seen, HumanEyes technology, and they want to learn more about this value-added specialty application, both in terms of lenticular file creation and print production," says Terry L. Amerine, market manager - Wide Format Graphics at Fujifilm Sericol.

This is the reason Fujifilm's demonstrations at SGIA are educational in nature, Amerine explains. The demonstrations focus on the ease-of-use of HumanEyes' Creative^{3D} software which, in operation, completely counters the notion that 3D and lenticular require highly unique and hard to attain specialized skills. He adds that the company decided to feature live print production to showcase the noticeably high level of quality and consistency that results from HumanEyes PrintPro 2.0 software combined with the Acuity flatbed press. He says that the Acuity's precision registration and printing capabilities make it the ideal platform for direct-to-lens printing.

"Lenticular printing is the ultimate test of a flatbed press. The fact that we can do perfect, repeatable, registration with the industry's most sophisticated and well-respected lenticular technology, HumanEyes, is visible proof of Acuity's capabilities. Combining the two solutions gives professionals a glimpse of output that they probably didn't think would be possible in this decade."

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HumanEyes and partner Fujifilm Sericol at SGIA 2007...2/3

Adds Jeff Miller, director of sales, Americas, for HumanEyes, "We are pleased to join forces with Fujifilm Sericol, a company recognized for its commitment to continuous innovation in products and services designed to anticipate market needs. At SGIA, we look forward to showcasing our combined 3D and lenticular printing software and the Fujifilm Acuity HD 2504 solutions. Together we are working to educate sign printers and marketers about the benefits and potential of this highly accessible specialty application, using the latest wide-format UV flatbed printers."

The Fujifilm Acuity HD 2504

The Fujifilm Acuity HD 2504 is the latest breakthrough in wide-format UV digital imaging technology. Specifically designed for print applications requiring finely detailed, high-resolution images, the Acuity HD 2504 produces both rigid and flexible point-of-purchase signage that hold up visually, even at the closest of viewings.

About HumanEyes Creative^{3D}

HumanEyes Creative^{3D} allows designers to quickly create 3D and animated designs – for printing on lenticular. With Creative^{3D}, any 2D content can easily be converted to 3D including effects such as flips, movement, zoom, rotation and opacity. These effects can be combined together to produce true animation.

HumanEyes PrintPro 2.0 and LensFree™ Technology

HumanEyes' PrintPro 2.0 is a powerful core lenticular & 3D technology that allows printers to open, modify and print files in the efficient ldoc (lenticular document) format. The software's powerful production tools suite lets printers make final adjustments to effects and colors easily and efficiently. New LensFree™ technology now available in PrintPro 2.0 offers the ability to print 3D effects and 2D animation directly on plain glass or acrylic media, as an alternative to using lenticular material.

In short, PrintPro 2.0 maximizes printers' productivity and profitability by streamlining lenticular production and making it more predictable, accessible and cost-effective.

About Fujifilm Sericol

Fujifilm Sericol USA Inc., headquartered in Kansas City, Kansas, is a leading global supplier to the graphics industry for more than 50 years. Fujifilm Sericol is the exclusive worldwide distributor of Inca digital presses as well as a wide-range of digital platforms under the Fujifilm brand. Fujifilm Sericol is a customer-focused company and a leader in the development of UV inks for the screen printing, narrow web and large format digital printing industries. The company takes pride in its reputation for pioneering new products and technologies, and setting the industry standard for technical service and customer support.

More...

HumanEyes and partner Fujifilm Sericol at SGIA 2007...3/3

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. www.humaneyes.com

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.

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