

See HumanEyes in
Fujifilm Sericol Booth #2657
& Fujifilm Graphic Systems
Booth #2474



HumanEyes, Fujifilm Sericol and Fujifilm Graphic Systems Show Hot Lenticular Applications at ISA 2008

**Featuring Brief but Hard-Hitting Daily Workshops that Detail the
Lenticular Business Proposition**

Jerusalem, Israel and Orlando, FL; March 27, 2008 — Visitors to the ISA International Sign Expo 2008 will have the opportunity to experience a taste of the growing pre-drupa inkjet excitement and learn more about one of the hottest applications – lenticular output (special effects including 3D, flip and animation). Lenticular is one of the drivers of increased sales of wide-format and flatbed inkjet printers, and is creating new business and profit opportunities for digital printers around the world.

On the Sign Expo show floor, HumanEyes Technologies and partners Fujifilm Sericol (booth #2657) and Fujifilm Graphic Systems (booth #2474) are showcasing live lenticular demonstrations in conjunction with the popular Fujifilm Acuity HD 2504 flatbed UV printer.

HumanEyes' Jeff Miller, director of sales, Americas, will host daily workshops that spell-out the lenticular business proposition for attendees. The workshops will be held at 11:00AM and 4:00PM in booth 2474 and at 12:00PM and 3:00PM in booth 2657.

Live Demonstrations

The demonstrations will illustrate how easy it is to create and produce spectacular lenticular prints with the Acuity printer. The demonstrations will spotlight the noticeably high level of quality and consistency that results from HumanEyes software paired with the Acuity flatbed printer; and how the Acuity's precision registration and printing capabilities make it the ideal platform for direct-to-lens or LensFree printing.

How to Profit with Lenticular

In a workshop entitled "Why Lenticular," Miller will address the hard-core business issues behind this exciting technology.

The workshop will cover a range of subjects including how and why sign shops and other print service providers can add 3D and lenticular capabilities to their production repertoires. It will also cover how they can price their new services at a premium and then market their new services to existing customers as well as new ones for increased sales and profit. How to use HumanEyes software to create morphs, animations, flips and other 3D effects for printing on the Acuity will also be included.

HumanEyes will also feature a gallery of print jobs created by HumanEyes customers, including recent winners and entrants in the IAPHC Best of Lenticular contest.

Digitally Driven Wide Format Opportunities for Printers

According to Steve Bennett, Fujifilm's vice president of sales and marketing, wide format, "Fujifilm Graphic Systems U.S.A., Inc. is helping printers maximize the opportunities that emerge from new technologies in the wide format arena. Together with industry partners like HumanEyes, we've created a line-up of solutions that allows printers to enter the digitally driven wide format market with relative ease and to produce jobs of the highest quality."

"As the market becomes more competitive, customers are seeking products that will enable them both to differentiate themselves and help their customers create more eye catching, compelling and results-oriented campaigns," says Terry L. Amerine, market manager - Wide Format Graphics at Fujifilm Sericol. "The ability to print high quality 3D and motion lenticular graphics with HumanEyes software and the Fujifilm Acuity printer has proven to do exactly that."

Adds Miller, "The momentum for lenticular is growing, and we are pleased that Fujifilm Sericol and Fujifilm Graphic Systems have invited us to work with them at an increased number of industry events. This is a reflection of the industry's movement towards inkjet as the new standard for a wide range of applications including specialties like lenticular. Our software shows off Acuity's capabilities and makes lenticular available to a wider audience."

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 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, 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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HumanEyes Media Contact

Helene Smith, HSPR

email: smith@helenesmith.com

phone: +1 321 388 6511