

See HumanEyes at drupa:

Fujifilm – Hall 8b/A25

HP – Hall 8a; B26

KBA – Hall B45; Hall 16

Océ – Hall 6/A44

Find Lenstar™ lenticular sheets at drupa:

DPLenticular-Pacur - Hall 7 / 7.0 C



3D & Special Effects Lenticular Printing on Fujifilm, HP, KBA & Océ Planned for drupa 2008, Courtesy of Pacur's Lenstar™ Lenses & HumanEyes Software

JERUSALEM -- May 22, 2008 -- Lenticular production for point-of-purchase materials, signage, packaging and more is poised to be a crowd-pleaser at the upcoming drupa 2008 exposition in Dusseldorf. HumanEyes will be showcasing the sophisticated 3D and special effects lenticular capabilities of its lenticular creation and production software throughout the show in conjunction with partners including Fujifilm, HP, KBA, and Océ. DPLenticular Ltd., Pacur's exclusive LENSTAR lens distributor in Europe, is furnishing a range of LENSTAR lenticular materials to all HumanEyes graphic arts partners during the show for production of the lenticular samples.

"Lenticular will undoubtedly be one of the hottest application areas at drupa this year," says DUBY HODD, HumanEyes' CEO. "We are pleased to be in so many partner booths in various halls throughout the exhibition, where show visitors will be able to see lenticular production on flatbed inkjet as well as traditional offset litho, courtesy of our partner Pacur, the manufacturer of Lenstar™."

Adds Daniel Pierret, managing director of DPLenticular Ltd, "The momentum for lenticular is growing worldwide and we predict that creative, highly graphic samples incorporating a variety of morphs, animation, flips and 3D images printed on Lenstar lenses will be the 'hit' take-away of the show." Pierret says that DPLenticular and Pacur will also be present in the drupa innovation parc Hall 7 / 7.0 C.

Customers credit DPLenticular with substantial contribution to increased popularity of lenticular as a result of the company's 10+ years of focused technical and commercial support for lenticular. "We're succeeding in our goal to make lenticular accessible to a wider range of printing companies and printing processes than ever before."

The HumanEyes Advantage

HumanEyes is a pioneer in the 3D and lenticular industry. The company's new product, Producer^{3D} which is to be launched at DRUPA 2008 is set to change the face of lenticular printing with an impressive array of new lenticular tools and

'industry first' prepress features that simplify the pre-print process, greatly improve lenticular productivity and provide superior lenticular print quality. Producer^{3D} brings lenticular printing to a level of productivity and ease of use never experienced before.

Combined, these new tools – a layout editor, greater ganging functionality, a step and repeat tool, a complete range of marking tools, a new tiling wizard and the ability to save the interlace as a PDF file, as well as providing soft proofing capabilities - ensure that HumanEyes can offer the market the most up to date and complete lenticular workflow solution available today, helping printers increase their bottoms lines, expand margins and grow client demand.

About Lenstar

Lenstar represents a 100% recyclable polymer technology, developed by Pacur and Eastman Chemical Company, that fits a niche market requested by creative agencies as well as commercial offset and digital printers. Pacur/DPLenticular's product range excels at boosting corporate image and business profitability and is appropriate for use in a large number of applications such as POP designs, packaging, direct mail, promotional and various card formats.

Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar lenticular sheets are reverse printed with interlaced images using conventional or UV inks and can accept various types of laminations. DPLenticular is the only European supplier offering a range of different types and thicknesses guaranteeing the best imaging result as a stable and quality print. This is of vital importance as the slightest deviation distorts the image and completely destroys the effects of lenticular printing.

DPLenticular users can rely on the company and Pacur's experienced staff to support their need for innovative solutions and their growth objectives with its unique range of products and customized on-site training program and technical/commercial support. This support is offered by DPLenticular in Europe and by Pacur in the other areas of the world.

To learn more about DPLenticular, Pacur and the unique range of Lenstar lenticular sheets, please visit: <http://www.dplenticular.com>, <http://www.pacur.com> and <http://www.lenstar.org>

About DPLenticular Ltd. And Pacur

Pacur and DPLenticular are the only companies dedicated solely to the promotion and sales of Lenstar lenticular plastic sheets and rolls, offering customers in the graphic arts industry the highest quality lenticular sheet material available on the market as well as reliable technical support and customized training services.

Positioned as a premium marketing tool, Lenstar lenticular excels at boosting the corporate image and business profitability and is appropriate for use in a large number of applications such as POP designs, packaging, direct mail, promotional and various card formats. Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar lenticular sheets are reverse printed with interlaced images using conventional or UV inks and can accept various types of laminations.

About HumanEyes Technologies Ltd.

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 that enables printers, graphic artists and photographers to professionally and easily create amazing lenticular applications for advertising, packaging, POP, events etc. HumanEyes' 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 – quickly and smoothly. www.humaneyes.com.

HumanEyes's Board of Directors includes: Benny Landa, founder and former CEO of Indigo (now a division of Hewlett-Packard); Doby 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.

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