



## **Reflex Printed Plastics wins IAPHC “Best of the Best” Lenticular Award**

*Reflex is one of 6 HumanEyes customers, out of 19 lenticular entrants worldwide, recognized in the IAPHC International Gallery of Excellence*

**Jerusalem, Israel; July 15, 2008 - HumanEyes Technologies is pleased to announce that its customer Reflex Printed Plastics of Kent, U.K. has been recognized with the Inaugural *Best of the Best* Lenticular Award in the IAPHC *Best Use of Lenticular* category. The company also won a Gold Award for a Guinness Brewery poster job.**

Reflex' *Best of the Best* submission, entitled "The Magic Box", is a self-promotional piece the company created to showcase the breadth of its lenticular capabilities. The Magic Box contains a variety of items, including: coasters, a mouse pad, a wand, postcard, and an information booklet. All were designed with a mystical motif and employ morphing, animation, flipping and/or 3D techniques. Three lenticular lenses at 62 lines per inch, 75 lpi and 161 lpi were used in the production of the box content.

An additional Reflex submission, a rugby poster printed for Guinness Brewery, received a Gold Award in the contest.

"We were determined to wow both the experts and those new to the field of lenticular," says Bryony Webb, Client Liaison Executive at Reflex Printed Plastics. "In creating the pack we have extended previously perceived boundaries of lenticular use. We worked very closely with design agency Bussroot to ensure that the final product both challenged and complemented the lenticular media. The Magic Box is a promotional showcase for the capabilities HumanEyes' lenticular software gives us."

Five additional HumanEyes customers submitted a wide range of lenticular entries that received an IAPHC Best Use of Lenticular Award. These include:

- Acuity Printing of Ontario, Canada, Silver and Bronze awards
- Palaimon Solutions, Inc. of Ontario, Canada, , 3 Gold, 3 Silver, 1 Bronze
- Hirt & Carter of Durban, South Africa, 2 Gold, 2 Silver, 1 Bronze
- Rochelle Printing, Inc. of Illinois, USA, Gold

- Tatry of Monterrey, Mexico, 1 Honorable Mention

Comments Lesley Addy, Executive Vice President of the IAPHC, "The capabilities all of the entering firms showed were absolutely stunning; they should all be exceedingly proud of their accomplishments. Congratulations to all who entered and who are using this technology, and our thanks to HumanEyes for sponsoring this new and exciting category in the IAPHC International Gallery of Excellence."



**Reflex's Winning Entry, *The Magic Box***  
*picture available upon request*

Addy continues, "This year the number of spectacular 3D and lenticular entries in our International Gallery contest was unparalleled, with submissions from graphics professionals and companies around the world. The HumanEyes Lenticular category in this competition is evidence that lenticular is becoming increasingly important as a product differentiator and a mechanism for ensuring that promotional efforts stand out from the crowd. Companies like HumanEyes are helping to facilitate this trend by making lenticular creation and production more accessible than ever before." More information on the IAPHC is found at [www.iaphc.org](http://www.iaphc.org).

### **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 for printers, graphic artists and photographers, that enables them 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 - quick and smooth. [www.humaneyes.com](http://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'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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