

SGIA Booths
Caldera booth 0200
Fujifilm booth 0246
HP 2100
Mimaki booth 1332
Nur booth 1646
Océ booth 2646



*Those who missed
HumanEyes at Graph Expo
have another chance to see
our Spectacular 3D & Special
Effects at SGIA in Orlando,
October 24-27!*

HumanEyes 3D Receives Another Prestigious Industry Recognition & Draws Crowds at Major Industry Events

Busy Fall Schedule Includes Presence at Upcoming SGIA with Leading Partners: Caldera, Fujifilm, HP, Mimaki, Nur and Océ

Jerusalem -- October 9, 2007 -- HumanEyes Technologies continues to garner accolades and crowds at major industry events this fall. HumanEyes reports a very successful showing at Graph Expo, where its Creative^{3D} software was a recipient of a WORTH-A-LOOK[®] award as part of the MUST SEE 'EMS[®] product and technology program.

According to the MUST SEE 'EMS sponsors, the Graphic Arts Show Company and PrintCom Consulting Group, the recognition program is designed to give printers attending the show insight into emerging and evolving technologies, and new products that they should pay close attention to at the Graph Expo show. HumanEyes Creative^{3D} was selected for recognition from almost 6,600 products, by a panel of 16 leading industry consultants and trade editors.

On the heels of Graph Expo -- where HumanEyes was showcased by its high-profile partners -- the company will again be a featured solution; this time at the upcoming SGIA Expo and Conference. From October 24 to 27 at the Orlando Convention Center, Florida; visitors will find HumanEyes' award-winning 3D and lenticular software solutions at the following partner exhibits: Caldera (booth 0200), Fujifilm (booth 0246), HP (booth 2100), Mimaki (booth 1332), Nur (booth 1646) and Océ (booth 2646).

HumanEyes solutions give printers the opportunity to incorporate 3D and lenticular effects printing services into their portfolio as unique, added-value services and as a strong point of differentiation. HumanEyes provides end-to-end solutions for easy content creation, design and production of printed lenticular projects. HumanEyes is being used professionally to create printable 3D, flips and animated images – for an extensive range of applications including back-lit posters, signs, innovative POP displays and out of home advertising.

"We are gratified to see the positive impact of our solutions and presence with partners at major events throughout North America this fall," says Duby Hold, HumanEyes CEO. "Not only did we receive recognition again as part of the MUST SEE 'EMS program, but this time we received it for another HumanEyes product, the Creative^{3D} software¹. We've also had enthusiastic responses to our demonstrations and samples presented by our prestigious partners.

"This feedback reinforces our belief that printers and marketers are encouraged by the 3D and lenticular category as an innovative and viable technology for a wide range of print applications.

In explaining the growing interest and use of HumanEyes, Hodd says that 3D and lenticular imaging have long been cost prohibitive for many printers, and in the realm of experts and specialists. Today, however, the ease of use and versatility of the technology embodied in products like Creative^{3D} and PrintPro software make this capability more accessible to, and profitable for, a wider realm of advertisers and the printers that serve them.

Hodd says that the market has recognized that HumanEyes products are rapidly opening the doors to success and breaking down barriers in this area of specialty imaging."

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. One can create 2D effects – such as flips, movement, zoom, rotation and opacity. These effects can be combined together to produce true animation. Creative^{3D} uses a timeline that allows users to see how each 2D effect will work from frame to frame.

Creative^{3D} provides for complete 3D creation from start to finish. The application offers everything from layering tools – via a simple brushing methodology – to depth tools that allow one to create depth in respect to layers as well as in respect to the same layer – to visualization tools that allow one to visualize the complete project from 360°.

New features being demonstrated at SGIA include:

- Both 5x7'' hardcopy and flash preview proofing to share in person, or online, with clients, brand managers, and other stakeholders.
- Enhanced flip capabilities.

¹ PrintPro was also a previous selection in the MUST SEE 'EMS program.

- Integration with the Creative MarketPlace, a quick and easy “meeting house” portal that brings designers, clients, and qualified printers together.
- Enhanced convergence (depth control) tools.

HumanEyes Creative^{3D} gives users a full suite of tools, allowing them to take an image – and without having to use any external graphics tools – to layer the image, add depth (not only simple depth – but volume, tilt, pulling), fill in any holes in the background and preview and proof projects. This software is moving the power of 3D and lenticular imaging into the hands of the graphic professional, allowing them to finally appreciate and profit from the capabilities of lenticular printing.

About HumanEyes Technologies Ltd.

HumanEyes Technologies Ltd., with offices in Jerusalem and New York, has developed and patented simplified methods for creating stereo 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.

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