



HumanEyes' New Producer^{3D} Lenticular Workflow Solution Featured Throughout SGIA & Graph Expo 2008

Alternative Revenue Source for Creatives & Printers Gaining Popularity Among Print
Buyers and Agencies

JERUSALEM, October 13, 2008 -- Leading lenticular 3D software developer, HumanEyes Technologies, will bring its new extensive range of revolutionary tools and features in the newest HumanEyes Producer^{3D} lenticular workflow solution to SGIA 2008 and Graph Expo 2008. HumanEyes Producer^{3D}, introduced at DRUPA, is increasing in popularity among printers and media planners who can leverage the application's novelty and higher return on investment.

At Excelsus Solutions of Rochester, New York; founding partner Mark Laniak says, "HumanEyes has packed a lot of punch in this latest software offering. The company has yet again changed the landscape for 3D and special effects lenticular printing. In HumanEyes Producer^{3D}, HumanEyes has found a way to integrate what was a very specialized process into "regular" workflows. We're working in a greatly simplified interface, and can work with these files in a very familiar, 2D way. This allows Excelsus to give its customers this novel, attention-getting output without doing cartwheels in prepress or printing. Productivity and profit margins, as a result, are on their way up."

HumanEyes Producer^{3D}'s new tools and features have been designed in response to market needs. An array of new lenticular tools and 'industry first' prepress features that simplify the pre-print process, greatly improve lenticular printing efficiency, and provide superior lenticular print output set a new functionality standard in lenticular printing.

"Lenticular solutions offer printers and their clients a unique, highly interactive experience that competes effectively with other forms of advertising. The sheer versatility of lenticular printing also enhances its appeal, as it can be used to print everything from business cards to direct mail pieces; packaging and POS materials to banners and posters," says Shahar Bin-Nun, VP Sales, HumanEyes Technologies.

Partners at SGIA 08 and Graph Expo 08

HumanEyes lenticular technology will be a featured solution and demonstrated throughout SGIA and Graph Expo at partner stands:

SGIA 08: HumanEyes demonstrations will be held at:

- **Océ - Booth 1041**
- **Fujifilm - Booth 741:** Two Lenticular presentations a day in the Onset Theatre and two presentations using the Acuity Advance each day at 11 a.m., 1 p.m., 2 p.m. and 3 p.m.

Additionally HumanEyes info will be available at:

- **Gandinnovations – Booth 1403**

Graph Expo 08:

- **Fujifilm - Booth 4404**
- **HP - Booth 1229**
- **Océ - Booth 24000**
- **Gandinnovations - Booth 3852**

Of the newest version of HumanEyes Producer^{3D}, Bin-Nun says, "We believe – and now our customers are confirming – that we have reached a point where the integration of HumanEyes Producer^{3D} has become as seamless and user-friendly as the best prepress applications in the marketplace,"

Early Feedback from Users Worldwide

HumanEyes customers and partners who have beta-tested HumanEyes Producer^{3D} in the field offer enthusiastic feedback. Says Bryan Llewellyn, Digital Production Specialist, PIA/GATF: "HumanEyes Producer^{3D} does all the hard work at the back end. I was surprised at how easy it is to operate when you consider what it adds to a business in terms of both additional revenues and new applications for customers."

Colin Clegg, Managing Director of Clegg Media in Australia says, "We chose the HumanEyes lenticular workflow solution for two reasons. Firstly the new HumanEyes Producer^{3D} product allows both drag and drop, and step and repeat, directly onto the image of the lens, making production rates the most efficient ever for lenticular. Secondly the HumanEyes Creative^{3D} application enables our customers to create the artwork simply and easily: they can do flip, motion and animation with minimal training."

"We had the chance to discover HumanEyes Producer^{3D} at DRUPA and were immediately interested in buying it," says Reynald Krähenbühl, SWISS GRAFIK SA. "Over the years we've had many customer requests for lenticular. As a result of HumanEyes Producer^{3D}, we are pleased to now be able to offer these capabilities to our customers; becoming the first lenticular printer in Switzerland. I also recommend the two-day training supplied by HumanEyes which was very comprehensive with follow-up that is truly noteworthy."

HumanEyes Producer^{3D} Offers New Levels of Functionality

HumanEyes Producer^{3D} features include a new layout editor and greater ganging functionality for easy image management, as well as a time saving step & repeat function. A complete range of marking tools have also been adapted to suit specific lenticular requirements, providing printers with a range of easy and familiar tools. A new tiling wizard enables the printing of a project that needs to be larger than the printer's existing output format size, with the new workflow software also offering the ability to save the interlace (the file formatted for lenticular output) as a PDF file – providing a smaller file size with a higher resolution. Finally, HumanEyes Producer^{3D} also offers soft proofing capabilities for remote review and approval - saving the printer time and production costs.

About HumanEyes

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

HumanEyes's 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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