

HumanEyes at Graphics Canada: Fujifilm booth 1275/1280, HP booth 1200, Gandinnovations booth 1250, IMAC booth 3050, and Océ booth 2500



HumanEyes Brings Award-Winning 3D and Special Effects Printing Technologies to Graphics Canada

Pictures Available Upon Request

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Jerusalem & Toronto - November 7, 2007 - HumanEyes Technologies' award-winning 3D and special effects software is being showcased by leading industry partners Fujifilm, Gandinnovations, HP, IMAC and Océ at Graphics Canada, the country's largest graphic arts and printing show. Graphics Canada is being held at the International Centre in Toronto, Ontario, from November 8-10.

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.

At Graphics Canada, HumanEyes PrintPro software is being showcased in combination with leading solutions from Fujifilm (booth 1275/1280); Gandinnovations (booth 1250); HP (booth 1200) and Océ (booth 2500). IMAC (booth 3050), HumanEyes' Canadian distributor, will also offer live demonstrations of PrintPro and Creative3D software.

At Fujifilm booth: See demonstration featuring HumanEyes Technologies' award-winning Creative^{3D} and PrintPro 2.0 software paired with marketing partner Fujifilm Sericol's Acuity HD 2504 flatbed UV printer. The Acuity flatbed press has been certified by HumanEyes for the production of both lenticular and LensFree™ prints using HumanEyes' PrintPro 2.0 application.

At Gandinnovations booth: PrintPro 2.0 printing live 3D and lenticular on Jeti 3150 UV Flatbed printers is being featured. Gandinnovation's Jeti 3150 UV True Flatbed, is a 1.5 by 3 meter high-speed flatbed printer that uses 24 Spectra print heads to print on rigid substrates.

At HP booth: Visitors to HP's exhibit will see HumanEyes printing live on the HP Indigo press s2000 using PrintPro 2.0 software. The six-color HP Indigo press s2000 brings the advantages of on-demand, variable-data printing to the industrial printing market. Printing at 1,000 four-color 11" x 17"/A3 images-per-hour, the HP Indigo press s2000 produces everything from printed graphic attachments and overlays for applications like membrane switches, panels, keypads and mousepads to plastic cards for ID, drivers' licenses and financial applications.

At Océ booth: Demonstrations in the Océ booth will feature a complete workflow including the creation of lenticular prints with 3D and 2D effects using HumanEyes Creative^{3D} and PrintPro 2.0 software packages, the production of print-ready files using HumanEyes solutions, and live printing of these files on lenticular lens media mounted on the Océ Arizona 250 GT flatbed digital printer. Earlier this year, the Océ Arizona 250 GT was certified by HumanEyes for the production of lenticular prints and effects on both lenticular lenses and using the company's unique LensFree™ option.

"Graphics Canada is capping off a very exciting year for HumanEyes and the 3D and special effects printing segment. At each major event we've been at this year has drawn enthusiastic crowds, recognitions and potential customers. We believe this is evidence 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," says Jeff Miller, director of sales, Americas, for HumanEyes.

HumanEyes' powerful PrintPro 2.0 technology allows printers to create, modify and print lenticular and 3D projects, using their existing printing infrastructure, to produce superior results. The software is easy to use; so

established designers and printers without special lenticular skills, or previous experience, can enjoy a minimal learning curve. HumanEyes' Creative3D professional design suite converts 2D imagery into realistic 3D, and creates animation effects rapidly and with superior quality. An optional LensFree™ module is also available, allowing direct printing on clear, less expensive substrates including glass and acrylic.

For more information visit: www.humaneyes.com.

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); 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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