



## **2007 Signals Turning Point for 3D & Special Effects Opportunities on Digital Presses**

### **Leading 3D/Special Effects Software Developer HumanEyes Reports Beginning of Major Shift**

**November 26, 2007 - Jerusalem and New York - HumanEyes, a leading developer of 3D and special effects software solutions for photographers, designers, and digital as well as litho printers; says that 2007 has proven to be a pivotal year for specialty printing.**

Jeff Miller, who directs sales for HumanEyes in the Americas, says conditions have been especially conducive to adoption of lenticular (3D and special effects) production.

#### **The Evidence:**

##### **Brand Managers are Asking for It**

"Brand managers have learned from the last few years of experimenting with novel electronic and print media, such as in-store videos and vehicle wraps. 3D and special effects like flip are proving to get, and hold, consumer attention," Miller says.

##### **Vendors are Building Devices that Produce It**

Digital printer and press quality and feature advances, says Miller, are speeding adoption throughout the Americas. Fujifilm, HP, Océ, Nur, Screen, Mimaki and Gandinnovations are just a few of the major manufacturers bundling or recommending HumanEyes applications with their solutions. OEM opportunities are also increasing, as HumanEyes just recently entered into an agreement with Caldera, the digital workflow RIP provider that is now offering its FlipMax module powered by HumanEyes technology.

##### **Printers are Offering It**

Printers and graphic specialty companies like Excelsus Solutions of Rochester, New York; Refined Sight of New York, New York; Tukaiz, Franklin Park, Illinois; Same Day Banner of Las Vegas, Nevada and Anro of Philadelphia, Pennsylvania are increasing their lenticular offerings for the growing numbers of clients requesting it.

##### **Designers are Finding Lenticular Output Partners**

Designers already familiar with, or using, our creative application are witnessing the trend of major output device vendors and their customers moving to lenticular/3D and special effect output.

### **Associations and Academics are Recognizing and Commending It**

The research lab at PIA/GATF's Center for Imaging Excellence recently added HumanEyes to its testing and training roster, while the IAPHC invited HumanEyes to sponsor a new lenticular design award category in its 33<sup>rd</sup> annual International Gallery, based on member demand.

### **Crowded Shows & Awards in 2007**

Orlando was home to SGIA last month, where HumanEyes was prepared to support 5 vendors. Once at the tradeshow, company representatives found that 3 additional partners had decided to demonstrate and/or display their HumanEyes-based solutions. "Our technical specialist was setting up in one booth, and took a double-take when he saw one of our LensFree samples on display in the adjacent exhibit," Miller says. "Based on our expanded partnerships, feedback from customers and record number of new inquiries, we definitely feel growing momentum happening with HumanEyes."

### **Fujifilm Sericol's HumanEyes Demos on New Acuity are Hot**

At the Fujifilm Sericol booth alone, HumanEyes demonstrations on Fujifilm's Acuity HD 2504 flatbed UV printer crowded the booth and resulted in a number of high quality inquiries for Fujifilm Sericol, sales of a number of HumanEyes lenticular software packages, and an invitation from Fujifilm for HumanEyes to participate in several additional events with Fujifilm next year. According to Terry L. Amerine, Market Manager - Wide Format Graphics, Fujifilm Sericol, "The demonstrations were well received by customers and our personnel. Based on this experience, we look forward to cooperating at more venues in 2008, including working with Human Eyes to conduct lenticular training sessions at our new digital demonstration center in Kansas City, as well."

### **HumanEyes Garners Acclaim at September's Graph Expo**

At September's Graph Expo, the biggest publishing industry tradeshow taking place in North America once a year, HumanEyes' successful showing was boosted by the selection of its Creative3D software as a WORTH-A-LOOK® product in the show's prestigious MUST SEE 'EMS® product and technology program. 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 Creative3D was selected for recognition from almost 6,600 products, by a panel of 16 leading industry consultants and trade editors.

### **What is HumanEyes**

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.

In explaining the growing interest and use of HumanEyes, CEO Duby Hodd says that 3D and lenticular imaging have long been cost prohibitive for many printers and their customers, and in the realm of few experts and specialists. Today, however, the ease of use and versatility of the technology embodied in products like Creative3D and PrintPro software make this capability more accessible to, and profitable for, a wider realm of advertisers and the printers that serve them.

HumanEyes' powerful PrintPro 2.0 software suite allows printers to create, modify and print lenticular and 3D projects, using their existing printing infrastructure, to produce superior results. HumanEyes products are built to be 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 to printers, allowing direct printing of special effects applications on clear, less expensive substrates including glass and acrylic.

For more information visit: [www.humaneyes.com](http://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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[1] PrintPro was also a previous selection in the MUST SEE 'EMS program.

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