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HUMANEYES TECHNOLOGIES TO INTRODUCE RANGE OF INNOVATIVE 3D LENTICULAR TECHNOLOGIES TO THE EUROPEAN MARKET AT FESPA 2007

HumanEyes Technologies will be introducing a full range of innovative 3D lenticular technologies, including its flagship products, PrintPro 2.0 and Creative^{3D}, to the European market at FESPA 2007 (stand J331, Hall 25). PrintPro 2.0 for printers and Creative^{3D} for the design community both include HumanEyes's revolutionary new 2D to 3D conversion technology and unique Timeline workflow for the creation of animation effects, providing printers and designers with market-leading lenticular tools for efficient, predictable and cost-effective 3D design and printing.

Following the excellent response to the US release of PrintPro 2.0 in autumn 2006 and Creative^{3D} in March this year, HumanEyes is now looking to build awareness and sales of its products in Europe. To support this, HumanEyes increased its European sales infrastructure and is looking to Fespa 2007 to help expand its European distributor network to meet this rapidly growing demand.

Says DUBY HODD, CEO, HumanEyes Technologies: "HumanEyes's software has been specifically designed to offer easy-to-use and cost-effective lenticular 3D design & production tools for both the creative and professional printing communities. In a highly competitive market, companies need to consistently source new services to increase traction with customers and demonstrate a determination to be at the forefront of

innovation. We believe lenticular technology will become a key factor in the future success of a range of marketing campaigns as it offers a very strong point of differentiation to current forms of advertising. When used as part of a cross-media marketing campaign, lenticular applications help encourage products to stand out against competitors in a crowded advertising landscape, making an instant impact with the consumer. All of this is critical to ensuring any marketing campaign can achieve its aims."

As a leader in this exciting field, HumanEyes has worked hard to develop a range of solutions for both the creative design and print production sectors enabling them to take advantage of 3D and lenticular printing technology for an extensive range of applications including back-lit posters, signs, innovative POP displays and billboards. Lenticular 3D technology offers designers and printers a real opportunity to incorporate new, unique, added-value services in their portfolio.

Hodd says the lenticular market is currently in a key growth phase as more companies right in the supply chain - from advertising agencies to designers and printers - recognize the real power of the lenticular 3D offering. Continues Hodd: "I believe HumanEyes Technologies sits at the forefront of this change, providing a full range of solutions to attend to the needs of each link in the supply chain and streamline the lenticular creation and production process.

"The first half of 2007 has proved to be an excellent one for HumanEyes, with tremendous success for both PrintPro 2.0 and Creative³D solutions in the US and Asian markets, and new partnerships and products coming on-stream. We are looking forward to FESPA 2007 as the next milestone in our growth in Europe, so we can continue to build recognition of HumanEyes as the market leader in this innovative field," Hodd concludes.

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Product Background

HumanEyes PrintPro 2.0

HumanEyes' PrintPro 2.0 is a powerful core lenticular 3D technology that allows printers to open, modify and print Creative³D end files, which are created by designers. Using PrintPro 2.0, printers can make final adjustments to effects and colors. It includes all the Creative³D's features along with a powerful production tools suite. PrintPro 2.0 maximizes printers' productivity and profitability by making lenticular production predictable and efficient.

Creative^{3D} for Designers

HumanEyes' Creative^{3D} has revolutionized this generation of lenticular content, as for the first time in lenticular history, the entire design may be handled by regular designers who no longer need to outsource this work to specialists. Using the Creative^{3D} software, a designer can now independently control the entire creative process. Conversion of 3D content from 2D imagery and the creation of lenticular 2D animation effects can now be done by designers quickly and professionally with full control and superior quality. Using Creative^{3D}, the users are able to review in real-time the behavior of each frame of the project and thus apply needed changes accordingly.

HumanEyes LensFree™ Technology

HumanEyes' new LensFree™ technology - now incorporated into its PrintPro 2.0 software for digital flatbed UV wide format printing - is enabling 3D effects and 2D animation to be printed directly on glass or acrylic (plexiglas), helping remove a major traditional lenticular printing barrier, namely, the high cost of production in terms of purchasing lenticular lenses. This has, in the past, been a major inhibitor to the expansion of the lenticular industry. However, HumanEyes' LensFree™ technology offers a new cost-effective solution that has the potential to dramatically transform the market and enable more companies to take advantage of a cost-effective method of special effects printing for backlit wide-format applications.

HumanEyes Technologies Ltd.

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

www.humaneyes.com

For distribution questions in North America, call: (800) 552-7344. For distribution questions outside of North America, call: +972 2 651 8999, write 3D@humaneyes.com or visit: <http://www.humaneyes.com>.

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Media contact:

Helene Smith

HSPR

Email: smith@helenesmith.com

Phone: +1 321 388 6511