



## **HumanEyes Donates InterTech Award-Winning 3D Solution to PIA/GATF**

*HumanEyes PrintPro 3D Creation & Conversion Tool  
enabling Lenticular and LensFree™ Printing  
Installed in New Center for Digital Printing Excellence*

**JERUSALEM and NEW YORK, May 21, 2007 -- HumanEyes Technologies, the leading 3D and lenticular software developer; announces a donation of its PrintPro 2.0, 2D to 3D creation and conversion software solution, valued at \$50,000, to PIA/GATF (Printing Industries of America/Graphic Arts Technical Foundation).**

HumanEyes 3D technology, a recipient of the 2005 InterTech Technology Award sponsored by PIA/GATF, will be used throughout PIA/GATF including the new Center for Digital Printing Excellence. Personnel will use HumanEyes to educate printers on how to cost-effectively produce high-quality lenticular on analog and digital printing platforms, as well as LensFree 3D and 2D lenticular effects on today's UV Flatbed, Inkjet Digital Printers.

"We're very excited about the donation of HumanEyes 3D technology. One of the chief goals of our new Center for Digital Printing Excellence is to be able to train and educate members on innovative solutions that extend the potential and opportunities available in digital print. Companies like HumanEyes are making it possible for printers to take a fresh look at 3D and lenticular as a viable new capability and revenue-generating opportunity. We are grateful to have HumanEyes' support," says Julie Shaffer, Director of PIA/GATF Digital Printing Council and Center for Digital Printing Excellence.

Duby Hold, HumanEyes CEO, says, "We are honored to be able to support organizations, like PIA/GATF, that are committed to fostering graphic arts user education and excellence. We hope that many printers will benefit from this donation as we believe in providing printers the advanced imaging tools they need to maintain their leadership in the marketplace."

HumanEyes offers dedicated lenticular solutions for all stakeholders in the graphic arts supply chain, from photographers and designers to printers of all types.

**PrintPro 2.0**, the most comprehensive 3D and lenticular creative through output application, turns the average production into a work of art. PrintPro v2.0 offers groundbreaking utilities including the interactive Timeline, a feature first in the industry, which allows real time feedback; 2D to 3D conversion, which turns any stock 2D image into dazzling 3D; unlimited 2D effects and combinations; a new interface architecture; and more. PrintPro 2.0 users can now also output lenticular and 3D effects without a conventional lenticular lens using HumanEyes' new LensFree feature.

**About PIA/GATF**

PIA/GATF is the world's largest graphic arts trade association representing an industry with more than 1.2 million professionals. It serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency and profitability of its members and the industry through advocacy, education, research and technical information. For more information about PIA/GATF visit [www.gain.net](http://www.gain.net).

**About 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.

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.

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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