



PRESS RELEASE

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HUMANEYES TECHNOLOGIES CHALLENGES VISITORS TO 'PRINT OUT OF THE BOX' AT DRUPA 2008

Leading lenticular 3D software developer, HumanEyes Technologies, has today unveiled the extensive range of revolutionary new tools and features that will be embedded in its new Producer^{3D} lenticular workflow solution, which is to be launched at DRUPA 2008. Producer^{3D}'s new tools and features have been designed in response to market needs and the product is set to change the face of lenticular printing with an impressive 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. Producer^{3D} brings lenticular printing to a level of productivity and ease of use never experienced before.

Says Ronen Sobel, VP Graphic Arts Sales, HumanEyes Technologies: "Producer^{3D} is a feature-rich lenticular software package and has been developed primarily in response to customer feedback. We are the first company to successfully integrate this level of functionality and workflow into software for lenticular and 3D printing, and our R&D team has worked extremely hard over the past two years to ensure we are able to offer our customers an exceptional piece of new lenticular workflow software.

"These new tools ensure that we can now offer the most complete lenticular workflow solution on the market today, and can justifiably claim to be leading the industry in the development of lenticular 3D printing solutions. We are challenging visitors at drupa to come onto one of our partner stands and see how lenticular printing can easily help them to both 'print out of the box' and 'think outside the box' when it comes to unique 3D applications."

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, Producer³D also offers soft proofing capabilities for remote review and approval - saving the printer time and production costs.

Mr Sobel says the new features have all been added with one core focus in mind: “The worlds of marketing and advertising are moving towards a more interactive experience for the customer, and lenticular applications are offering printers and their clients a truly innovative solution to compete 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.”

Ronen Sobel's comments are supported by HumanEyes customers and partners who have Beta-tested Producer³D in the field. Says Bryan Llewellyn, Digital Production Specialist, PIA/GATF: “Producer³D does all the hard work at the back end so the user-interface can offer a range of powerful and productive tools that are extremely easy to use. I was surprised at how easy it was to operate when you consider what it can actually add to your business in terms of both additional revenue streams and new applications for customers.”

Adds Simon Joy, production manager, Reflex Printed Plastics in the United Kingdom: “Producer³D is unique in its ability to offer a full end-to-end lenticular workflow solution. For us, it's been a very welcome addition to our product portfolio and gives us the ability to offer customers another innovative printing solution and clearly differentiate ourselves from the competition in a crowded market.”

HumanEyes lenticular technology will be demonstrated throughout DRUPA on five partner stands – Fujifilm; Gandinnovations; HP; KBA and Océ Display Graphics Systems. Continues Mr Sobel: “All of our DRUPA partners are very excited about having live lenticular demonstrations on their stand. We believe it will be an area of key differentiation for them and should draw strong interest and crowds to the stands.”

Producer³D, which will be available starting Q3 2008, is to be bundled with HumanEyes's Creative³D and HumanEyes 3D photography application, ensuring customers have the complete package for lenticular file creation through print production.

HumanEyes lenticular technology will feature on the following partner stands

- Fujifilm Stand A25; Hall 8b: *Printing on a Fujifilm Acuity HD 2504*
Lenticular live printing everyday at 11:30, 14:00 and 16: 00.

- Océ Display Graphics Systems Stand A44; Hall 6: *Printing on an Océ Arizona 250 GT Lenticular live printing everyday at 11:00 and 15:00.*
- Gandinnovations Stand A23; Hall 5: *Printing on a Jeti1224 UV True Flatbed*
- KBA Stand B45; Hall 16
- HP Stand B26; Hall 8a

- ENDS -

About HumanEyes Technologies Ltd.

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 enable 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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