

Current News

HumanEyes 3D receives InterTech Technology Award

The HumanEyes 3D software solution has received a 2005 PIA/GATF (Printing Industries of America/Graphic Arts Technical Foundation) InterTech Technology Award. HumanEyes 3D software was selected from 52 solutions nominated for the award.

HumanEyes 3D Software eases a printer's entry into the lenticular market. Using off-the-shelf digital cameras, printers, and presses, HumanEyes 3D Software creates stereo panoramic 3D pictures up to 360 degrees, and special/lenticular effects (flip, morph, morph zoom, layered 3D, and 2D to 3D conversion). The HumanEyes 3D process has three steps: digital photography, processing by HumanEyes software, and printing using existing printing technologies.

"We are grateful for this very prestigious recognition, and we are thankful for the judges' understanding and appreciation of HumanEyes' technology," says HumanEyes' Dani Herzka, Vice President and General Manager North America. "Because HumanEyes is such a departure from traditional lenticular solutions, it is hard for people to grasp just how far this technology has come in making special effects creation a fast, easy, far less costly, and more visually sophisticated and appealing process than ever before."

"Technologies such as HumanEyes 3D software, which makes it easy to print lenticular, are giving print service providers who thought they could not compete in certain markets a chance to do just that—and do it easily, efficiently, and profitably," says John Lind, PIA/GATF Senior Research Scientist.

According to the award organizers, the judges' comments reveal another trend among this year's PIA/GATF InterTech Technology Award recipients and nominees: technologies are becoming not only user friendly for printers, but they have also become even more so for creative professionals, print buyers and others involved in graphic communications.

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