

HumanEyes 3D to Unveil PrintPro 2.0 at SGIA

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Award-winning 3D capture and creation software for design through print now offers:

- Fastest conversion of any 2D pictures to 3D
- Timeline feature for precise creative control of Animation Effects and Flips

August 1, 2006 - Jerusalem and New York - Already heralded as a pioneer of modern 3D and lenticular technology, HumanEyes Technologies will soon launch PrintPro 2.0, a multi-faceted, easy-to-use 3D creation and production application developed for designers, photographers, ad agencies, brand owners and printers; now based on next-generation technology. 2D to 3D Conversion and an interactive Timeline feature for precise creative control head the list of new features in PrintPro 2.0.

HumanEyes will demonstrate the technology in its booth # 974 at SGIA, being held at the Las Vegas Convention Center from September 26-29.

"Designers, printers, and packagers gave us their wish list, and PrintPro 2.0 is the result," says HumanEyes Technologies CEO, Duby Hodd. "SGIA attendees will be the first to see the software, made stronger and faster on a new technology platform. We're confident they will be impressed by its abilities to revive the power of their existing 2D collections as well as empower them to easily create spectacular, new 3D imagery."

Hodd says PrintPro 2.0 marks a substantial step forward in making 3D and lenticular easy, quick and affordable.

New 2D to 3D Conversion

The fastest and easiest 2D to 3D conversion available in the industry is the chief feature addition in PrintPro 2.0. Previewed late last year, this highly anticipated component is now fully integrated within the product line.

Working with PrintPro 2.0, the user has complete control of the 2D picture's conversion to a 3D image, without needing to understand or manage the underlying complexities. Intelligent tools carry-out the user's wishes. Users will be able to perform the entire conversion within the HumanEyes application – no other image processing tools are needed. In contrast to other lenticular processes, there is no need for complex, time consuming tracing or layering. As part of HumanEyes business approach, the process is simple, intuitive and easy to master.

New Timeline Interactive Workflow

The Timeline allows users to precisely control the composition of their creation. The creative professional can get real time feedback, view progress and changes in each frame, and then choose the views they wish to have in their final output. This is a totally new concept that will allow creatives to go beyond the currently limited abilities of flip and animation effects, into a world of easily made, lively animations.

Renowned, Existing HumanEyes 3D Features Improved in PrintPro 2.0

HumanEyes has employed the most sophisticated advancements in the renovation of its core technology. One of the most obvious changes is faster and more robust graphic processing power. The new software design makes the new features possible, and improves existing features including project creation, animation, and flip tools.

Better Than Before

3D Capture & Creation

HumanEyes' unique 3D Capture and Creation technology caught the attention of the imaging and graphic arts worlds when the company's first software offering premiered in 2004. The product's ease of use and requirement of only a standard digital camera and ordinary print devices was surpassed only by its ability to generate

extraordinary 3D imagery. HumanEyes 3D was in fact a winner of the prestigious PIA/GATF InterTech Award, which honors excellence in innovative technology for the graphic communications industry.

Since then, HumanEyes has been employed worldwide to capture and hold the attention of consumers. The software has been utilized for brands such as Harry Potter, Vanity Fair, Coca Cola, Citroen, Corona, and many others.

All HumanEyes software now includes stronger, highly competitive 2D effect functionality.

Advanced Animation

create a dynamic story easily with PrintPro 2.0. Users simply go to the Timeline, pick the object to Animate, pick a start and end point -- and presto, it's done.

Advanced Flip

to create a Flip using PrintPro 2.0, users just add the images to Flip and use the Timeline to either automatically or manually distribute them across the number of frames selected. Users can easily change or customize further by clicking on the Timeline and moving the frames.

Better Combinations

as before, but now faster and easier, HumanEyes technology allows different effects to be combined so that a 3D image, for instance, can be part of a complex Animation or Flip project.

Enhanced Output

PrintPro 2.0 continues to work with version PrintPro 1.3 to provide excellent output quality. The new version provides additional export features and CMYK support.

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), 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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