



**At PRINT 09  
Fujifilm Booth # 6919**

## **Fujifilm Acuity Advance HD 2545 Customers Differentiating with Lenticular and 3D Printing with HumanEyes**

### **Featured Demonstrations of the Powerful Solutions Slated for PRINT 09**

**CHICAGO, September 11, 2009 – Fujifilm Acuity Advance HD 2545 HD flatbed UV customers are bringing expanded lenticular and 3D printing capabilities and services to their customers with HumanEyes' Producer3D, the complete, end-to-end lenticular workflow solution. Demonstrations of HumanEyes and Fujifilm Acuity HD 2545 flatbed UV lenticular capabilities can be seen at PRINT 09 at the Fujifilm exhibit # 6919 with live lenticular printing each day at 11:00 am and 3:00 pm.**

"HumanEyes and the Fujifilm Acuity Advance HD 2545 solutions are enabling professionals to output and sell value-added projects today that they didn't think would be even possible before. Our customers are reporting that they are successfully expanding their portfolio of activities and services with new and unique lenticular and 3D applications from wide-format signage, POP applications, to environmental design and more," says Jason Kammes, product manager for wide format products, FUJIFILM Graphics Systems U.S.A., Inc.

The Fujifilm Acuity HD 2545 is a breakthrough in wide-format UV digital imaging technology. Specifically designed for print applications requiring finely detailed, high-resolution images, the Acuity HD 2545 produces both rigid and flexible point-of-purchase signage that hold up visually, even at the closest of viewings. The Acuity has been certified for the production of lenticular and LensFree™ prints using HumanEyes' market-leading lenticular software solution.

"We're pleased to continue our partnership with Fujifilm and to be at PRINT 09 where attendees can learn more about the natural and strong synergy of our combined solutions that are helping printers today to excel," says DUBY HODD, CEO of HumanEyes Technologies.

## **Fujifilm Acuity Printers Cite Benefits of HumanEyes Lenticular Printing:**

### **121 Digital Printing**

"With the Fujifilm Acuity Advance HD 2545 UV printer and HumanEyes software, I'm able to differentiate my company and serve more diverse markets. In today's challenging marketplace this is no small feat," says David Brody, president of 121 Digital Printing (Florida). Brody recounts completing a very high profile, successful lenticular special effects project using HumanEyes and his Fujifilm flatbed printer. 121 Digital Printing handled the job with a total turnaround time of about 2 weeks from receipt of graphics to shipment of 33 packages that included 14 individual lenticular panels each. The job also included the fulfillment of packaged exhibitions to 17 different countries around the world. "Our client was happy and the feedback on the campaign was phenomenal," Brody says.

### **Translucide**

Phillipe Hattab from Translucide (France) purchased HumanEyes Producer3D in March 2009 shortly after acquiring his Fujifilm Acuity flatbed printer. He explains his decision to add HumanEyes to his capabilities: "It is well known that HumanEyes software is the most professional lenticular software in the world and I wanted to get the best results and to get the most time saving solution available." Hattab is very satisfied with the results. "The qualities that I appreciate most about HumanEyes Producer3D is that it is really easy to use; the time requested for processing the files is very short; and I like the compatibility of the software with Adobe. Combined with the high resolution of the Acuity and the ability to print directly on the substrate, it gives me a powerful productive lenticular printing solution."

Since implementing the combined solutions, Translucide reports that it has produced several flip commercial projects for customers in the textile industry who wanted to produce eye-catching and innovating POP billboards for their Parisian shops. "Our customers have been very satisfied and, in fact, they are already planning our next projects with photos being shot and taking into consideration it being used in a lenticular production."

### **BIGraphics**

Dave Merrick, president of BIGraphics (New Hampshire), first learned about adding HumanEyes' 3D and lenticular printing capabilities to his Fujifilm Acuity HD 2545 flatbed UV printer in the Fujifilm booth at SGIA 2007. He immediately recognized the market opportunity the pairing presented to his company.

"We have one customer that sells printed graphics to amusement parks – for haunted attractions, for example. He's very excited about the ability to cost-effectively create vividly colored, flip and motion graphics for this and other applications," Merrick says. "The quality production we can get at 600 dpi with the lenticular lenses we're using is pretty amazing," he adds.

While BIGraphics focuses on print production and fabrication, the company has a working relationship with several independent designers whom it counts on to assist BIGraphics clients who do not have in-house design capabilities. This now extends to 3D and lenticular with HumanEyes Creative<sup>3</sup>D software. And Merrick plans to encourage other design firms and repeat customers to work with Creative<sup>3</sup>D to create images and send them to him directly.

## **HumanEyes Producer3D and Acuity HD 2545 Flatbed UV Offer Powerful Synergy**

HumanEyes Producer3D is an end-to-end solution that covers the entire workflow of lenticular image production from lenticular content creation to interlace and pre-press. With HumanEyes Producer3D, it is now easy to create and print easily amazing lenticular printed projects with special effects: 3D, Flip, Zoom and Motion.

It maximizes printers' productivity and changes the face of lenticular printing with an impressive array of new lenticular tools and industry first pre-press features that simplify the lenticular pre-print process, greatly improve productivity and provide superior print quality.

HumanEyes Producer3D software for the Fujifilm Acuity HD2545 UV is sold in the U.S. by FUJIFILM Graphics Systems U.S.A., Inc. ([www.fujifilmgs.com](http://www.fujifilmgs.com)).

### **About HumanEyes**

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, etc. The award-winning company develops software for printers, graphic artists and photographers that enables them to professionally and easily create amazing lenticular applications for advertising, packaging, POP, events, and more. HumanEyes's 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 quickly and smoothly, up to speed.

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.

For more information, visit: [www.humaneyes.com](http://www.humaneyes.com).

### **About FUJIFILM Graphic Systems U.S.A., Inc.**

As the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry, FUJIFILM Graphic Systems U.S.A., Inc. has assembled best-in-class solutions – including products and technical support – to deliver exactly what our customers need to stay *in control* and *ahead* of their competition.

We deliver solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more. Only Fujifilm can bring an integrated approach to your technology, hardware and software. Only Fujifilm can put you *in control*. For more information, please visit [www.fujifilmgs.com](http://www.fujifilmgs.com).

### **About FUJIFILM**

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15

companies around the world granted U.S. patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

# # #

All products and services are trademarks or registered trademarks of their respective owners and are hereby acknowledged.

**Media Contacts:**

**HumanEyes**

Helene Smith, HSPR  
Email: [smith@helenesmith.com](mailto:smith@helenesmith.com)  
Tel: +1 321.388.6511

Sarah Mamou  
HumanEyes Technologies Ltd  
Email: [sarahm@humaneyes.com](mailto:sarahm@humaneyes.com)  
Tel: +972 2 6518999 ext: 237

**FUJIFILM**

Kristi Mendez, KMPR  
Email: [kristi@kmpr.com](mailto:kristi@kmpr.com)  
Tel: +1 630 859 7401