

HumanEyes Success Stories

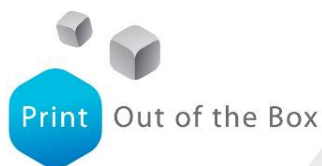






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**W Hotels
lenticular
graphic
installations**



**Type of
application**

Lobby
graphic
installation
for hotels

Effect

flip

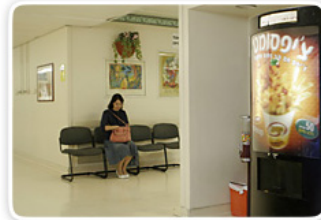
**Size
(inches)**

96*84

LPI

40 LPI

**French fries
vending
machines**



Vending
machine's
display

3D

47.2"

**The lenticular
magic box**



Packaging
and
advertising
products

3D, flip,
morph,

Many sizes

62, 75
and 161
LPI

The autobus lenticular campaign

The Customer: We R.Signs

We R. Signs is one of the largest sign manufacturing holdings, combining several lines of business, including outdoor and indoor sign production, wide format printing, 3D creations, POS, sales materials and equipment for sign manufacturers.

The company's production facilities in Moscow occupy more than 10,000 square meters, divided into key departments such as Printing, meta works, assembling, painting and molding, a neon factory, and other divisions that produce the many unique outdoor and indoor objects that grace casinos, entertainment areas, retail centers and movie theatres.



The Business Challenge: BBDO "Glamour Magazine" Campaign

We R.Signs had to collaborate with the Russian office of BBDO on a national outdoor advertising campaign for "Glamour", a ladies' magazine. The campaign would be focused on transportation outlets.

"Glamour requested something new in outdoor advertising, something with appealing effect, that would get noticed and viewed by people while they were walking or driving" says Alexander Le-van, We R.Signs' Marketing Manager at the wide-format printing department.

The Solution: Lenticular Flip

The solution designed was something that was never seen before! Thanks to HumanEyes Studio^{3D} software, We R.Signs and BBDO Russia designed a flip effect with three young women's faces. The campaign featured an astonishing 690x900 cm 10 LPI lenticular image. Faces changing while the trolleybus was moving.

A special adhesive from 3M ESPE was used in order not to drill into buses' side panels. The animations were installed on trolleybuses on several Moscow routes for 3 months, and passers-by could see the three Glamour girls'.

The Results: "Incredible"

"Our customer was dumbstruck by the result and it was really amazing to observe passers-by's surprise and wonder" says Alexander Le-van. "It wasn't our first collaboration with BBDO Russia, but since then, we've extended our relationships with them. Industry's feedbacks were also fabulous and we anticipate a great future for our lenticular activities. HumanEyes^{3D} is incredible and has fantastic potential. If you are serious about having a lenticular 3D business, then HumanEyes^{3D} is the solution."



Juventus football club's billboards

The Customer: Fotolito Garbero

Fotolito Garbero, a leading Italian print provider, has been closely working for several years with the Italian communication agency Madison Mark. Madison Mark's projects are related to sport events management and innovative communication solutions for sports events.

The Business Challenge: Juventus Football Club's Campaign

Madison Mark was selected to meet the challenge of refreshing the branding of the world renowned Juventus Football Club Centre.

"When our customer Madison Mark explained that they were looking for a strong visual effect and innovative media, I immediately thought of lenticular and 3D printing" says Mauro Salot from Fotolito Garbero. "Football is a very energetic sport and we were looking for a medium that will reflect this energy. Only the 3D and lenticular technology was able to "bring images to life" and convey the movement and dynamism."



The Solution: 3D billboards and a huge flip tiling

Using HumanEyes Studio3D software and 20 lpi wide format lenticular lenses, Fotolito Garbero created astonishing wide format 3D and flip frontlit billboards.

For Juventus Centre corridors, Fotolito Garbero produced a huge flip tiled poster. Since the billboard was very large, the image was broken in 6 sheets of lenses (90*120 cm each). Then, the lenses were overlapped to create a 5.4*1.2 m giant image. People who cross the corridors can see a Juventus player moving along with his ball.

The Company also created ten 90*120 cm's size 3D billboards to be displayed in several meeting rooms of Juventus Centre.

To create the 3D billboards, the company first captured a sequence of frames of the set. Using the HumanEyes unique photographic 3D capturing technology, the HumanEyes Studio3D software was then deployed to process the images into an impressive 3D effect.

The Result

"We were very pleased with the results. The images are so powerful and the display in 3D is very eye catching. We are proud to see our lenticular work implemented in one of the most famous football clubs in the world!"

The lenticular ad lamps

The Customer

Global Digital Imaging is a company located in Hollywood, Florida, specializing in high-quality, quick turn-around, full-color short-run printing, from business cards and flyers to saddle-stitched books, calendars and catalogs. The company also focuses on variable data printing, large format prints, vinyl vehicle wraps, web design and graphic design.

After discovering the software at a trade show, the company began a leasing of HumanEyes Producer3D Studio in August 2008. This technology is used by Eye Popping Ads, the company's advertising and lenticular division which is responsible of starting the implementation of advanced lenticular technology for highly marketable media.

The Business Challenge

The Seminole Hard Rock Hotel & Casino wanted to create some ad lamps for the Hard Rock Star Search event (a concert organized promoting native American musicians).

The patent-pending ad lamp is a concept of an exclusive four-sided illuminated advertising lamp invented by Eye Popping Ads. It is a portable lamp device that backlights the ads/photos by battery power LED light, generating no discernable heat output. So far, the company has had an interest in the ad lamps from a lot of restaurants, bars, nightclubs and hotel resorts.



The Solution

Eye Popping Ad filled the ad lamps with photos of the top contestants and added twinkling and moving stars in the background. The lamps were placed on the tables throughout the event.

In order to produce those lenticular ad lamps the company used 60 LPI lenses. The ad lamps were produced with 3D but also flip and zoom effects and the images were printed on a Canon 6100.

The Results

Says Ken Synfelt, Business Development manager of Eye Popping Ads: "We started leasing the HumanEyes Producer3D end-to-end solution for its ease of use and short learning curve. Thanks to HumanEyes we were able to penetrate new markets by inventing an innovative concept which is our ad lamp. Customers are fond of the technology and our employees love using the software. Since the implementation of the technology 9 months ago we've already completed 50 lenticular jobs. We're now in the process of preparing an amazing project for the Super Bowl creating 4 "x 8" lenticular plaques that will be mounted onto the gift bags for VIP fans in the Skyboxes. Their names will be featured in 3D and the background will flip a tropical beach and yacht seen."



McDonald's lenticular bus shelters

The Customer

Impressions International and DE GROUP are two New Zealand companies that invested, simultaneously, in the HumanEyes Producer3D lenticular workflow solution.

Impressions International, the specialist label printer, is now producing small format lenticular prints in high volumes on its Heidelberg 52 UV press; while DE Group, the Exhibition and signage specialist, is driving its Océ Arizona large format flatbed printer to create one-off short-run lenticular pieces as well as large format lenticular and HumanEyes Lensfree™ products.

The Business Challenge

DE GROUP and Impressions International collaborated on a project commissioned by DDB on behalf of McDonald's Australia. McDonald's was looking for a stand-out advertising solution for bus shelters in order to promote its new "McDonald's 24 hour store" concept - as now several of them McDonald's are open 24/7, and the rest are open at least 18 hours a day. The project imagined by DDB featured a flip effect based on 2 images: passers-by could see a young man yawning and then eating a hamburger.



First image

The flip with the combination of the 2 images

Second image

The Solution

The backlit billboards - 1,88*1,10 m - were produced using 15 LPI lenses (particularly suitable for a flip effect). The project lasted 3 weeks and finally 7 billboards were implemented in main centers throughout New Zealand.

The Results

Mac Donald's billboards hit the NZ street for over two months. The two printing companies comment on the success of the lenticular effort: "The response to date from the marketplace has been extremely positive and we are all very excited about the potential," says Dale Bamford, General Manager of Impressions International. "The new HumanEyes Producer 3D HumanEyes makes the whole process very streamlined, very efficient, but most of all consistent and repeatable." Impressions worked with HumanEyes and its New Zealand distributor, Premedia, to bring lenticular into its product line.

Chris Clews, Managing Director of DE Group, was equally up-beat, saying, "Lenticular printing has been on our road map for several years and we purchased the Océ Arizona flatbed knowing that it was one of the leading options for creating large format lenticular printing direct to lenticular lenses. The fact that we can also print Lensfree and do short runs on low cost Litho lenticular is all an added bonus. The sales team are already getting some amazing enquiries from both existing, and new, customers."



W Hotels lenticular graphic installations

The Customer

Refined Sight is a full-service production company based in New York offering clients a variety of customized solutions for print and design.

The Business Challenge

All of the 25 W locations refresh their hotel lobby graphics on display in the hotel lobbies on a seasonal basis (four times a year). The W wanted to take advantage of a recently acquired, new hardware system to show images in their lobbies. This display hardware allows the W to display a single, 56 square foot image.

Recently, the W Hotel turned to NYC-based Refined Sight for a fresh look for its lobbies. Refined Sight, which has worked with the W before to produce inkjet graphics for its lobby display, sold the upscale, cutting edge hotel chain on its capabilities to produce



The Solution

Refined Sight was contracted to create and produce a unique lenticular print measuring 8 feet wide by 7 feet high for the summer campaign. The image was tiled onto 56 different - 1 foot, square pieces. This one lenticular image, with its 56 components would be displayed at 25 W hotels worldwide.

For this project, Refined Sight produced a unique image of a woman in a dress diving into water. The image was shot from underwater and as you view the image from different angles, the color on the dress changes, bubbles appear and a transparent W is revealed. The company also produced a special backlight image of a goldfish bowl to accompany the lenticular display.

Refined Sight used HumanEyes lenticular workflow software to create the lenticular special effects and printed the pieces in-house on an HP z6100 flatbed printer and new Pacur Lenstar 40 lpi lenticular lens line.

"The lenticular installation was a complex job with many components. It took about a month to create and produce and the effect was stunning," says Robert Baumeister, owner of Refined Sight.



French fries lenticular vending machines

The Customer

Tachanat a Hof Haminhara is an Israeli company operating fresh French fries vending machines around the country. Located in Tel Aviv, the company owns more than 65 vending machines located in public places such as railway stations, bus shelters, hospitals and gas stations.



The Business challenge: Eye catching vending machines

“I wanted to bring my unique machine a step higher than the others”, says Shlomi Horn, managing director of Tachanat a Hof Haminhara. “We were working on new design for the machine and we considered many different solutions such as vacuum forming”. The challenge was to set up a distinguishable, eye catching solution that will catch by-passers’ attention”.

The solution: backlit 3D posters

“ HumanEyes’ technology was recommended to me someone at Nestle food company. We have been worked with a photographic studio who created for us a 1,2 meters tall backlit 3d poster. Half a year later, the machines were ready for use.”

The Results: 16% increase in sales!

45 vending machines with 3d panel were installed all around the country. The results were immediate and striking: “Thanks to the HumanEyes’s technology, we reported a 16% increase in sales and in a very short period, many companies such as Coca Cola and Mashkar (an Israeli leading vending machines’ company) started cooperation with us. It was our first lenticular experience and the results really exceed our initial expectations!”

The lenticular magic box

The Customer: Reflex Printed Plastics of Kent, UK

Reflex Printed Plastics is a specialized plastics printer based in the countryside. Reflex had already begun printing in 3D before their introduction to HumanEyes. Previously they outsourced the file creation which became an expensive endeavor. In addition, Reflex was committed to being in full control of their production workflow. In order to become a true lenticular printer, Reflex decided to manage the entire process and began looking for a software solution to meet their needs. After extensive research and hands-on trials, Reflex chose HumanEyes

“The lenticular results we are able to achieve using HumanEyes meets our high standards for quality. We knew we had found our solution to help us broaden our capabilities and offerings our customers. HumanEyes is a package that is all encompassing for our needs,” says Bryony Webb, Client Liaison Executive at Reflex Printed Plastics.

The Business Challenge: Introduce and market lenticular services

After installing HumanEyes’ software for use with its high volume offset presses, the company’s next challenge was how to introduce and market its new lenticular services to existing and new customers. Reflex also wanted to raise awareness of its expertise within the lenticular industry and challenge its own, as well as other peoples’



The Solution: Lenticular “Magic Box” Promotion

Reflex sales and marketing staff set out to create a marketing pack that would showcase the different forms of lenticular, various lenses and a variety of finishing methods in its repertoire. The pack was to be sent to its prestigious clients (and potential clients) with the aim of inspiring them to using lenticular within their business. The pack also included an educational element, helping clients understand uses and limitations of the substrate.

“We were determined to wow both the experts and those new to the field of lenticular,” says Miss Webb. “In creating the pack we have extended previously perceived boundaries of lenticular use. Reflex worked very closely with local design agency Bussroot, ensuring the



final product both challenged and complimented the lenticular media. The Magic Box is a promotional showcase for our design, print and finishing capabilities using HumanEyes' software."

The resulting promotional piece called "The Magic Box" contains a variety of items including: coasters, a mouse mat, a wand, postcard, and an information booklet. All were designed with a mystical twist and employ morphing, animating, flipping and/or 3D techniques.

The packaging of the box is created entirely from 75lpi lenticular and shows an animated hand holding a wand with sparks flying from it.

"Lenticular is a notoriously difficult substrate to crease, fold and cut, as it is fairly brittle, the lens direction needs careful consideration. We experimented with various creases/perforations to ensure that the substrate wouldn't crack when folded. Following many mock-ups and minor adjustments to CAD drawn cutter guides, our specially adapted Young-shin machine was tested to its fullest." reported Miss Webb,

The mouse mat combines studio photography with carefully selected stock imagery. The 62lpi lens produces an amazing 3D effect, and has been combined with an animated hand appearing from a gravestone. On this product, the outer box and the wand box, we combined traditional silk screened chrome print with the litho printed lenticular. The chrome provided a further dimension to the lenticular creating a rich metallic effect.

The Magic Box content utilises three different lenticular lenses; 62 lines per inch, 75lpi and 161lpi. The fine 161lpi lens was essential in animating the intricate detail of a pocket watch.

In short, the Reflex Magic Box promo pack clearly shows the benefits of using each lens, along with detailed information and advice on lenticular usage.

In addition to sending the packs to current and prospective customers, the company advertised the packs, beginning in January 2008, in multiple trade publications including Packaging Professional, Printing World, and Packaging Today.

So proud of its work on this project, Reflex entered its Magic Box promotion in the IAPHC Best Use of Lenticular contest for 2007 and received the Best of the Best Award.

An additional Reflex submission, a rugby poster printed for Guinness Brewery, received a gold award in the contest.



The Results

Although Reflex launched the Magic Box promotion in January, 2008, it is still performing and the company expects to continue sending it out for the remainder of the year. Interest has been very high, even from companies that the company had not thought of targeting.



Says Webb, "We believe this marketing initiative is greatly increasing our profile within the lenticular industry. We have received very positive feedback from the full range of industries we address."



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