

## **LBO names global companies supporting Light Touch™ and exhibits device at CES**

**\*\*Partners and supporting companies include Adobe, CSR, Foxconn, Interbrand, Microsoft, Micron, Nichia, Opnext, Photop and Toshiba\*\***

**\*\*To see Light Touch™ in action, visit the Light Blue Optics booth at CES: #21747, South Hall 1, LVCC\*\***

CAMBRIDGE, UK, 07 Jan 2010

[Light Blue Optics](#) (LBO) has announced a list of global companies working with the Company to bring its unique projection technology to market; [Adobe](#), [CSR](#), [Foxconn](#), [Interbrand](#), [Microsoft](#), [Micron](#), [Nichia](#), [Opnext](#), [Photop](#) and [Toshiba](#). Light Blue Optics' first reference product is [Light Touch™](#) – an interactive projector that transforms any flat surface into a 10" touch screen. [Light Touch™](#) was unveiled yesterday (06 Jan) at an invitation-only product launch at the [Consumer Electronics Show](#) (CES 10) in Las Vegas and will be demonstrated at the Light Blue Optics booth #21747, South Hall 1, Las Vegas Convention Center from 07 Jan until 10 Jan.

Alan Tam, senior product marketing manager, Flash Platform at Adobe said, "[Light Touch™](#) is an innovative technology platform that creates a touch screen on any flat surface. We're pleased that [Light Touch™](#) comes with support for Adobe Flash technology, which will open up **a world of exciting Flash based applications** for Light Blue Optics' new projection technology."

Matthew Philips, Senior Vice President of CSR's Handset Business Unit said; "CSR has delivered its UniFi UF6026 Wi-Fi and BlueCore6 Bluetooth silicon to [Light Touch™](#) enabling **seamless device to device communication and applications that can directly access the internet**. [Light Touch™](#) combines LBO's and CSR's technology and opens up rich functionality such as social networking, multimedia sharing and electronic point of sale."

Ming Chang, Senior Director of Foxconn said; "Foxconn rarely works with early-stage companies such as Light Blue Optics, so this partnership is indicative of our belief in LBO's proprietary [HLPT™ technology](#). It has the unique potential to create a new class of power efficient, bright mobile displays with **applications across multiple high volume markets** and we are pleased to be working with LBO to fulfill that potential."

Graham Hales, Managing Director of Interbrand said; "At Interbrand, we have changed the world's view of branding by creating and managing brands as valuable business assets. Light Blue Optics has **the potential to change the way we see and interact with the world**, and we are proud to be partners in helping them articulate that unique value through their brand."

Bruce Spenner, Senior Director of Microdisplay at Micron said, "Light Blue Optics has used Micron's FLCOS microdisplay technology as a phase modulating device to create **a compelling new product – one that turns any flat surface into a touch screen**. We look forward to extending our relationship with LBO and stimulating innovative design for interactive projection."

Steven Bathiche, Microsoft Applied Sciences Group said, "Microsoft envisions **a future of ubiquitous computing where every surface becomes a computer**, and as part of this vision we collaborate on development with numerous third parties, including Light Blue Optics. We are pleased that Light Blue

Optics has incorporated some of our research into [Light Touch™](#) their first mobile interactive projector, bringing the future of surface computers everywhere closer.”

Shigeki Okauchi, General Manager, Nichia said; “Laser technology enables projection systems to deliver **images with vibrant colours that are always in focus**. We are delighted to be supplying our blue laser technology as part of [Light Touch™](#) – this exciting new mobile interactive projector.”

Gilles Bouchard, President and CEO of Opnext said; “We have worked closely with Light Blue Optics to integrate our red laser technology into [Light Touch™](#), a ground breaking projection technology that has **all the advantages of lasers while delivering eye safe, speckle-free images to the consumer market.**”

Sunny Sun, President of Photop Technologies said; “Light Blue Optics [HLP™ technology](#) has the inherent flexibility to leverage the advantages of our green laser technology to the full, delivering **superior image quality** to the consumer market through [Light Touch™](#).”

Takeshi Iwamoto, VP Custom SOC and Foundry and Business Unit, Toshiba America Electronic Components, Inc. (TAEC) said, “At Toshiba we see **the opportunities for [Light Touch™](#) extending beyond consumer electronics and into retail spaces, the workplace and the home**. As a world leader and innovator in high technology across diverse markets, Toshiba is a natural choice for a leading-edge company such as Light Blue Optics.”

Light Blue Optics’ CEO, Chris Harris said, “At Light Blue Optics, we believe that display technology can improve the way we see and interact with the world. To bring our world-changing products to market, we’re working with global corporations that share this belief – Adobe, CSR, Foxconn, Interbrand, Microsoft, Micron, Nichia, Opnext, Photop and Toshiba. Strong relationships such as these will help enable our Company to realise its vision and become **the world’s leading supplier of miniature projection systems.**”

#### Notes to Editors:

##### **Light Blue Optics** ([www.lightblueoptics.com](http://www.lightblueoptics.com))

Light Blue Optics is a privately-funded company developing and supplying miniature projection systems for use in high volume applications in markets including automotive, digital signage and consumer electronics.

Powered by our proprietary [HLP™ technology](#), our products create bright, high-resolution images that are always in focus, work on all manner of surface, and can even respond to touch. We believe that [HLP™ technology](#) will soon become ubiquitous – seamlessly integrated into our homes, vehicles and personal devices, and changing the way we see and interact with the world.

Light Blue Optics is headquartered in Cambridge, UK with a Development Facility in Colorado Springs, USA. The Company is funded by a syndicate of investors including [Robert Bosch Venture Capital](#), [Earlybird Venture Capital](#), [Capital-E](#), [NESTA](#) and [Encore Ventures](#), a division of [DFJ Esprit](#).

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