

LBO releases Light Work™ and unveils global network of Value-Added Resellers

****Company releases second product – Light Work™ – a WVGA laser projection module for industrial and digital signage applications****

****Unique technology opens up new opportunities for display design and product differentiation****

CAMBRIDGE, UK, 08 Jan 2010

[Light Blue Optics](#) (LBO) today announced the availability of [Light Work™](#) – a WVGA laser-based miniature projection module with LVDS interface for ease of integration into **a wide range of industrial and digital signage products**. [Light Work™](#) is LBO's second product release and will be demonstrated on their booth #21747 in South Hall 1 at the [Consumer Electronics Show](#) (CES 10) in Las Vegas. This news follows LBO's recent announcement of their first reference product [Light Touch™](#) and the global companies including [Foxconn](#), [Microsoft](#) and [Toshiba](#) working with the Company to bring its unique projection technology to market.

To deliver [Light Work™](#) to the industrial and digital signage market, Light Blue Optics is working with a global network of value-added resellers, selected for their **strong design-in ethos, proven experience at providing innovative display solutions and outstanding market coverage**. The network includes:

system elektronik GmbH (German-speaking & Benelux regions), **EG Electronics AB** (Nordic territories), **Review Display Systems Ltd** (United Kingdom & Ireland), **DCD Display Solutions srl** (Italy), **Satori Electric Co. Ltd** (Japan) and **Edge Electronics Inc.** (United States).

The [Light Work™](#) projection module is **suitable for a wide range of both front and rear projection applications**, including novel human machine interfaces; structured lighting for industrial assembly and manufacturing; innovative architectural lighting and configurable signage; advertising and point-of-sale displays; and displays requiring high-brightness symbols and graphics. To facilitate product development, [Light Work™](#) can be supplied as a development kit.

Powered by LBO's proprietary holographic laser projection technology, [Light Work™](#) delivers high-quality WVGA resolution images and 35 lumens for typical symbology content. The technology enables perfect projection onto curved surfaces, opening up exciting new opportunities in product design. Laser light sources deliver highly saturated colours and images that are always in focus, while a wide throw angle (83 degrees horizontal x 48 degrees vertical) creates large images at close proximity to the projection module, minimizing equipment dimensions. The system's low power consumption allows [Light Work™](#) to be battery operated if required.

Light Blue Optics VP of Sales & Marketing, Chris Hoggarth, said; "[Light Work™](#) has been designed in close consultation with our partners and **built to meet the demanding requirements of the industrial segment**. We believe our unique technology has the power to become ubiquitous, seamlessly integrated not only into hand-held devices, but also into industrial equipment, consumer appliances, vehicles and the built environment. Our global network of value-added resellers will enable LBO to fulfill the needs of industrial customers and appliance manufacturers and we are delighted to announce our collaboration."

Notes to Editors:

Light Blue Optics (www.lightblueoptics.com)

Light Blue Optics (LBO) 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 surfaces, 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](#).

For more information, please contact:

Tamara Roukaerts

Director of Communications, Light Blue Optics

+44 (0)1223 428525

tamara.roukaerts@lightblueoptics.com

DCD Display Solutions srl (www.dcd.it)

DCD Display Solution srl, based in Torino, Italy, is a specialist supplier of display solutions for a wide variety of industrial and other applications. The company's philosophy is "The full solution for all visualization requests" and the company's capability spans display devices, including TFT-LCD from 2.2" to 82", interface cards, inverters, power supplies, touch technology, backlight components and associated accessories. Many of the company's projects involve sophisticated customization or unusual design challenges, and the company prides itself on its flexibility and quick response to customer needs.

Edge Electronics Inc. (www.edgeelectronics.com)

Edge Electronics, Inc., based in Bohemia, NY, is a leading franchised distributor of electronic components (Active, Passive, and Interconnect) and display solutions (LCDs and related products). Founded in 1990, we are a certified Women's Business Enterprise (WBE) that has grown to be established while maintaining flexibility. In fact Edge was recently ranked number 30 among U.S. distributors by Purchasing.com.

EG Electronics AB (www.egdisplay.com)

EG Electronics is one of the leading distributors on the Nordic electronics market. EG Electronics offer selected components and systems with a high technical content, requiring both in-depth technical expertise and knowledge about the customer's operations, as well as reliable and efficient logistics. The customers are found primarily among manufacturers in the telecom, commercial vehicle, industrial automation, contract manufacturers of electronics and medical technology industries. EG Electronics is a part of ElektronikGruppen BK AB, listed on the NASDAQ OMX Exchange Stockholm.

Electronics Link Japan Ltd (www.ElectronicsLinkJapan.com)

Electronics Link Japan Ltd (ELJ) is based in Yokohama, Japan and is the Japan Representative Office

for Light Blue Optics. ELJ provides a local presence for foreign technology companies in the Japanese market to help them grow their business, and provides a local point of contact for Japanese companies wishing to do business with ELJ clients.

Review Display Systems Ltd (www.review-displays.co.uk)

Review Display Systems Ltd is a leading supplier of Industrial flat panel display technologies such as TFT and Liquid Crystal Displays (LCD) together with associated Touch Screens and Single board computer solutions. For over 25 years Review Display Systems has been representing some of the world's leading Manufacturers of TFT, LCD and Plasma display panels, together with range of integration products such as Touch Screens, Analogue TFT controller boards and Industrial single board computers solutions.

Satori Electric Co. Ltd (www.satori.co.jp)

SATORI ELECTRIC CO., LTD. is one of the leading distributors in Japan primarily handling products manufactured by NEC Corp., principally electronic components and equipment. SATORI's main activities are distribution of integrated circuits (ICs), discrete semiconductors, general electronic components and electronic equipment, also development of display systems for POS and KIOSK terminals, digital signage and amusement applications which are designed based on LCDs and touch screens to meet the growing market demand lately. SATORI has 4 subsidiaries and 14 sales offices in Japan and 15 overseas sales offices worldwide.

System elektronik GmbH (www.systemelektronik.de)

system elektronik GmbH is a system house specialized for reliable HMI interfaces and display systems with focus on industrial and medical applications and solutions. The company offers technologies and products for process visualization and automation purposes. Various display mediums, driver electronics and their embedded integration is the main field of activity. Founded in 1980, system elektronik has a design-in experience of around 30 years with display technologies and offers a mix of dynamics and experience.

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.