



**Luminus Devices  
CES Post-Show Snapshot  
2006 International CES  
January 5-8, 2006  
Las Vegas, NV**

**Executive Summary**

The 2006 International Consumer Electronics Show (CES) provided an opportunity for industry analysts and press to have a first look at Luminus Devices, and their first opportunity to view a demonstration of PhlatLight technology. Despite not having a booth on the show floor, Luminus maximized its presence to achieve its goals via strong public relations outreach, technology demonstrations, the launch of the web site, and supporting collateral and signage. These goals included:

- Educating the display and television market on the benefits of PhlatLight
- Fueling industry excitement/buzz about PhlatLight as a “must evaluate” technology for any television and light engine manufacturer building RPTVs
- Demonstrating PhlatLight technology in an RPTV to establish credibility and validate PhlatLight’s “realness”
- Interacting positively with attending press and analysts

The following summarizes the public relations outreach activities and outlines results and coverage.

**Briefings & Interviews Scheduled as a Result of SVM’s Outreach**

***Pre-CES Briefings***

- David Naranjo and Henry Choy, DisplaySearch
- Chris Chinnock and Matt Brennesholtz, Insight Media
- Steve Marsland, McLaughlin Consulting Group
- Brent Butterworth and Mike Wood, *Digital TV & Sound/Robb Report’s Home Entertainment*
- Greta Lorge, *WIRED Magazine*
- Bill Cogshall, Pacific Media Associates
- Dave Mentley, *Display Technology Investor*

***CES Briefings/Viewings of PhlatLight Demo***

- Bill Cogshall, Pacific Media Associates
- Steve Marsland, McLaughlin Consulting Group



- John Gannon, contributor for *The Perfect Vision*
- Scott Wilkinson and Larry Ullman, *The Perfect Vision*
- David Naranjo, DisplaySearch
- Chris Chinnock, Insight Media
- Gary Merson, *HDTV Insider*

### **What Press and Analysts are Saying about PhlatLight...**

- “Luminus has created a lot of buzz...people are definitely talking...”
  - Gary Merson, *HDTV Insider*
- “I have to nominate PhlatLight for our Best Buzz Awards this year...”
  - Chris Chinnock, Insight Media (after viewing PhlatLight demo in suite)
- “This is the coolest thing I’ve seen in years...”
  - Larry Ullman, *The Perfect Vision* (after viewing PhlatLight demo in suite)
- “This is the best thing I’ve seen at the show. I can go home now...”
  - John Gannon, *The Perfect Vision* (after viewing PhlatLight demo in suite)

### **Press Coverage**

- *BusinessWeek Online*, “New Faces for the Net's New Age -- Tech’s Best New Young Entrepreneurs,” appeared online March 13, 2006  
[http://images.businessweek.com/ss/06/03/tech\\_entrepreneurs/index\\_01.htm?chan=globalbiz\\_asia](http://images.businessweek.com/ss/06/03/tech_entrepreneurs/index_01.htm?chan=globalbiz_asia)
- *Sound & Video Contractor*, “New Light Sources Aiming to Replace Lamps?” by John J. McKeon, Online Exclusive, March 9, 2006  
[http://svconline.com/enewsletters/new\\_light\\_sources\\_03092006/index.html](http://svconline.com/enewsletters/new_light_sources_03092006/index.html)
- *Machine Design*, “LEDs light up big screens,” by Stephen Mraz, Volume 78, Issue 5, March 9, 2006  
<http://www.machinedesign.com/asp/viewSelectedArticle.asp?strArticleId=60055&strSite=MDSite&catId=2>
- *WIRED Magazine*, “Tech Imitates Life,” by Greta Lorge, p. 32, February 2006
- *Semiconductor Times*, Profile: Luminus Devices, pp. 4-5, February 2006, Volume 10, Issue 2



- *LEDs Magazine*, “CES exhibits herald the arrival of televisions based on LEDs,” by Chris Chinnock, pp. 15-17, February 2006, Issue 5  
<http://www.ledsmagazine.com/articles/features/3/2/4/1>
- *Electronic Business Asia online* “Luminus Devices' PhlatLight Chipset Used in Samsung's HDTV,” January 31, 2006
- *CompoundSemi Online* – picked up “Luminus Devices' Phatlight Chipset Used in Samsung's Award Winning HL-SS679 56-inch DLP HDTV” press release, January 24, 2006  
<http://www.compoundsemi.com/documents/view/cldoc.php3?id=6274>
- *LIGHTimes Online by Solid State Lighting.net*, “Luminus Devices’ Product Lights up Samsung RPTV,” January 24, 2006
- *AdvancedImagingPro.com* – picked up “Luminus Devices' PhlatLight(TM) Chipset Used in Samsung's HL-S5679W 56-Inch DLP HDTV” press release, January 23, 2006  
<http://www.advancedimagingpro.com/article/article.jsp?siteSection=7&id=2300>
- *Digital TV Designline Newsletter* , “Luminus Devices' PhlatLight Chipset used in Samsung's Award Winning HL-S5679W 56-inch DLP HDTV,” featured as the top “New Products” story in the January 26, 2006 issue. *Digital TV Designline* also posted online and listed it under the ‘Digital TV Design Products’ section on the home page, January 23, 2006  
<http://www.digitaltvdesignline.com/showArticle.jhtml?articleID=177102699>
- Sys-con Media – picked up “Luminus Devices' PhlatLight(TM) Chipset Used in Samsung's Award-Winning HL-S5679W 56-Inch DLP HDTV” press release, January 23, 2006  
<http://www.sys-con.com/read/173817.htm>
- CMP’s *Video/Imaging DesignLine*, “PhlatLight photonic lattice technology illuminates DLP TVs,” January 23, 2006  
<http://www.videsignline.com/products/177103080>
- *Mass High Tech* “LED Firms Project Profit, Target TVs,” by Efrain Viscarolasaga, January 16, 2006, print and online  
[http://www.masshightech.com/displayarticledetail.asp?art\\_id=70797](http://www.masshightech.com/displayarticledetail.asp?art_id=70797)
- *Optoelectronics Report*, “Laser and LED TVs are Within Reach,” by Chris Chinnock, Volume 13; Issue 2, January 15, 2006



- *Widescreen Review* “Luminus Devices Unveils Revolutionary New Light Source For Microdisplay Rear Projection Televisions,” January 9, 2006, online [http://www.dvhsmovieguide.com/news\\_detail.php?id=10741](http://www.dvhsmovieguide.com/news_detail.php?id=10741)
- Insight Media’s *Projection Monthly* “Luminus Devices Introduces ‘PhlatLight’ at CES,” by Matt Brennesholtz, pp.12-14, January 2006 issue
- Insight Media’s *Display Watch* “LED-Based MDTVs Storm CES,” by Chris Chinnock and Matt Brennesholtz, pp. 22-24, January 2006 issue