



Company and Technology Fact Sheet

LUXIM Overview

LUXIM is the inventor of LIFI™ bringing Light Fidelity™ to long-life, vivid color projection display applications like wide screen high-definition TVs and home theater projectors. A manufacturing company based in the heart of California's Silicon Valley, LUXIM produces in volume a new set of products for high intensity lighting. With unprecedented levels of stable light power, long life, quality color spectrum and ease of implementation, LIFI™ is now possible for lighting applications that need it.

Market

The market for high intensity light sources in projection display alone exceeds 10 million units worldwide in 2007 and continues to grow rapidly. Consumer and professional markets have readily embraced micro-display projection TV and the large size and responsive viewing experience it brings. In addition, home theater front projectors have proven very popular by offering a cinema like viewing experience in the living room in addition to flexible portability.

However, conventional lighting solutions in projection display applications require frequent and costly replacement, produce uneven color and take up to a minute to reach full brightness. LIFI™ resolves these limitations and enhances the user experience.

Product

The product is called LIFI™ and it brings the following benefits of Light Fidelity™ to designers of projection display:

- Intense light output with digitally controlled dimming for bright and high contrast display
- Long lifetime with stable light output matching or exceeding the lifetime of the display
- Complete spectrum for color vividness
- Fast start time for responsive projection display

LIFI™ is a self-contained lighting unit that is easily implemented and it supports all existing projection display architectures including DLP™, LCoS and LCD.

DLP™ is a trademark of Texas Instruments Inc.





Technology

LUXIM has patented a product design and production method that solves problems inherent to conventional lighting products. Where conventional bright lamps use metal electrodes to discharge electrical energy into a gas, LIFI™ perfects a technology by which RF (Radio Frequency) energy is injected into a sealed gas capsule emitter. Without degradable electrodes, unprecedented levels of lighting stability and lifetime are possible. In addition, the flexible choice of material in the emitter creates breakthrough levels of spectral quality approaching that of the sun itself by emanating red, green, blue and almost all wavelengths in between. The mechanism is as if to make a small sealed light bulb without a metal connector and instead energize it with a closely placed antenna.

Customers

LIFI™ is instrumental in the high performance products made by leading TV and projector manufacturers worldwide. In addition, general and specialty lighting manufacturers harness LIFI™ to create long life, high quality illumination products.

Financial

LUXIM is a privately held company funded by top tier venture capital firms Sequoia Capital and Worldview Technology Partners.

Location

LUXIM is located in Sunnyvale, California USA in the heart of the dynamic high-tech Silicon Valley. In addition, LUXIM operates a sales office in Tokyo, Japan in order to offer high levels of service to key customers.

Company History

The company was founded in the year 2000 by experts in the field of RF technology and plasma physics. After the initial engineering verification, the current management team worked on designing and manufacturing market leading products implementing LIFI™ technology. With an exhibit at the ShowStoppers™ press reception at CES 2007, LIFI™ is introduced to the marketplace as a high-volume production ready system. Today, LIFI™ is available for sale and makes a major contribution to the design of projection display and other lighting products.

Management

LUXIM is managed by a team of leaders experienced in key technical areas of its success including projection display, lighting, optics and electronics. In addition, the management team is experienced in growing businesses rapidly in many different marketplaces.

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