Light Blue Optics Demonstrates Miniature Projection Systems and New Use-Cases at SID 08: **Systems offer variable resolution and enhanced brightness option, enabling multiple use-cases from a single device** **Evaluation units available from June 2008**

Light Blue Optics (LBO) today announced it will demonstrate its latest miniature projection systems at the Society for Information Display, 18–23 May (SID 2008). These highly efficient, low-cost miniature projection systems are based on LBO's proprietary holographic laser projection technology and have applications across multiple high-volume markets, including consumer electronics and automotive. The Company will make evaluation units available to key customers and strategic development partners from June 2008 as part of its fast-paced product development programme.

CAMBRIDGE, England (PRWEB) May 19, 2008 -- At SID 08, LBO will demonstrate bright, efficient miniature projection systems with a range of differentiating features that can be tailored to suit specific customer applications. The systems deliver superior image quality with in-built speckle reduction, variable resolution (WVGA to QVGA) and focus-free operation, enabling multiple use-cases to be realised by the same device. Due to the unique properties of holographic laser projection, LBO's systems also offer the option of enhanced image brightness for use in higher ambient lighting conditions.

Light Blue Optics' CEO, Dr Chris Harris said, "LBO's holographic laser projection technology meets our customers' requirements for bright, efficient miniature projection systems with superior image quality and focus-free operation. However, there is also an emerging demand for systems capable of delivering variable resolution and brightness configurations to enable new and exciting use-cases to be realised by a single device. At SID, we will demonstrate how the inherent versatility of LBO's unique technology platform meets these additional demands, opening up high-volume market opportunities and positioning us to become the world's leading supplier of miniature projection systems."

Dr Edward Buckley, Light Blue Optics' VP of Business Development, to present at Display Week 2008 - the annual SID Symposium:

Distinguished SID Paper - Multi-Viewer Autostereoscopic Display with Dynamically-addressable Holographic Backlight - Session 25.1

Invited SID Paper - Holographic Laser Projection Technology - Session 70.2

Notes to Editors:

Light Blue Optics (www.lightblueoptics.com)

Light Blue Optics (LBO) is a dynamic, privately-owned company, developing miniature projection systems.
LBO's patented holographic laser projection technology delivers bright, full colour, high-quality video images that remain in focus at all distances. The technology's efficiency, small form factor, robustness and cost advantages make it ideally suited for deployment in multiple markets including automotive, digital signage and consumer electronics.

LBO is funded by a group of investors including 3i plc., Earlybird Ventures and Capital-E.

LBO is demonstrating at SID 2008 by invitation only.
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