PERMLIGHT

3/15/2005 Permlight and Osram Aim to Stop Movie Piracy

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Permlight Enbryten Piracy LED system technology thwarts would be video piraters
Osram Thin Film Infrared LED behind the scenes

Las Vegas, NV â€“ ShoWest Tradeshow â€“ March 15, 2005 - Permlight Products Inc. announced today at the opening of ShoWest, the cinema industryâ€™s largest gathering of Motion Picture professionals and Theatre Owners in the world, that it had together with Osram Opto Semiconductors introduced a new LED system for stopping movie piracy.

The Permlight Products Enbryten Piracy line of Anti-Piracy products uses Osramâ€™s recently introduced thin film infrared power LED technology to transmit a safe, harmless and human invisible signal into movie audiences to wash out any silicon CCD based digital camcorders. The line of proprietary and patent pending anti-piracy technology uses a randomly generated pulsing algorithm that powers up to one hundred Osram Infrared Dragon LEDs using the new thin film technology. The Enbryten Piracy system does not affect infrared based video surveillance or hearing impaired audio systems.

Estimates claim that the movie industry is losing $4 billion in lost revenues to piracy annually. Piraters videotape new releases and then mass produce low cost DVDs which are sold on the black market. The US Federal Government has now made it a felony to record copyright protected movies in cinemas.

â€œTechnologies from digital projectors to watermarking have been pursued to track down the origins of pirated films,â€ commented Manuel Lynch, President and CEO of Permlight Products. â€œNone of these systems renders video cameras useless nor can they compete with the cost effectiveness and simplicity of the Enbryten Piracy system. Permlightâ€™s patented thermal management technology coupled together with the superior performance of Osramâ€™s thin film technology makes for a compelling proposition to cinema operators.â€

The Enbryten Piracy system sells for between $1200-$5000, depending on the size of the screen. Each system consists of multiple nodes which use their own randomly generated signal so that each and every system is unique and different making it impossible for piraters to thwart. Coupled together with Permlight recommended installation techniques which range from shutting down projectors to sending warning messages to theaters managers in the event of tampering, a fault tolerant system can be established.

â€œWhen I first saw this system I believed that it held potential to be nominated for a technical academy award,â€ commented Karl Leahy, Marketing Manager of Osramâ€™s Infrared Technology. â€œPermlightâ€™s use of Osramâ€™s Infrared thin film technology is truly innovative and novel and shows the vast potential of this Infrared Dragon technology.â€ Introduced in the fall of 2004, Osramâ€™s large format infrared technology has potential applications ranging from traditional data transmission, golf club swing analysis to covert security monitoring applications.

Permlight Products demonstration of the technology at ShoWest booth 427 at Ballys in Las Vegas comes in advance of the scheduled introduction in April 2005. The final product will include TIR lensing and Kinoform diffusers to create a vast array of different signal intensities and patterns. The anti-piracy is a patent pending system.

About Permlight Products Inc.
Permlight Products is a leading developer and manufacturer of thermally managed LED lighting systems for signage, visual merchandising, safety lighting, refrigeration/ freezer retrofit products, educational lighting systems, and POP displays. Founded in 1995, Permlight has the longest track record of supplying LED lighting systems that provide high brightness, low voltage, long lifetime, and low maintenance. Using its enabling patented thermal management techniques for spreading and dissipating heat Permlight is well known for providing low cost solid state lighting systems.

About OSRAM Opto Semiconductors
OSRAM Opto Semiconductors is a wholly owned subsidiary of OSRAM, one of the worldâ€™s two leading lighting manufacturers. It offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. The company employs more than 3,400 people worldwide and operates sites in Regensburg (Germany),

San Jose (USA) and Penang (Malaysia). Sales for the year ending September 2004 totaled EUR 459 million, 11% of the total sales of OSRAM of EUR 4.2 billion. For more information, visit www.osram-os.com