

PRESS RELEASE



HIGH TECHNOLOGY ABOUT TO REVOLUTIONIZE EYE-LEVEL ROAD-SIDE DISPLAYS WITH A PORTABLE AND BATTERY OPERATED ELECTROLUMINESCENT DEVICE BRANDED LUMINEX, DESIGNED FOR DIGITALLY PRINTED ADVERTISING.

FOR IMMEDIATE RELEASE: Kelowna, B.C., Canada—LaserVisions Technology has announced that LUMINEX, a product utilizing the award winning PER'F-Alite^{PAT} electric vinyl to illuminate digitally printed advertising graphics, is planned to be released into selected Canadian and American test markets this fall.

In long-term studies conducted by the Point of Purchase Advertising Institute (POPAI) 86% of purchase decisions are now made or influenced at the point-of-sale, accounting for the large number of roadside signs throughout the Country which up to now have utilized pink or orange channel lettering on a black plywood background within a somewhat crudely welded steel frame. The creative is normally restricted to one or two type styles and has no provision for photographic digitally imaged creative nor will it "Light-Up" at night. Illumination of the creative is viewed to be critically important in the Fall, Winter and Spring months when it's dark at 4:30 PM yet the streets are still packed with pedestrians and vehicular traffic substantially improving GRP's (gross rating point exposure). "There are 1000's of potential customers driving or walking past your premises every 24 hours and where else can they buy your product!" states Myke Andriash, CEO of LaserVisions Technology Inc. "You spend \$3,000 or more for a photocopier with sorting bins, so you better spend the same on a cash flow generating device such as LUMINEX to drive the customers in your door, otherwise the photocopier becomes redundant.

Dan Baskill, a Kelowna retailer states; "I consider the LUMINEX sign to be an essential piece of business equipment for every retailer. It's a sales facilitator and for under \$100 a month, that's cheap for something I get to own for years to come. Do you know what I just spent on my radio campaign?"

"This is a real breakthrough product, and we are proud to be leading the digital printing business in an exciting new direction" states Andriash. "The response that we are getting from digital printing companies, signage companies and retailers alike indicates that this product is set to revolutionize point-of-sale advertising. As far as we know there is nothing else like it available anywhere in the world."

LUMINEX uses electroluminescent or "EL" panel technology to illuminate very large pieces of specially treated vinyl material. The EL panel provides a very even distribution of white light across its entire area, and also enables close proximity of the light source to the digitally printed

creative image. Both of these characteristics allow digital printers to use their large format inkjet printers to create some very powerful, attention-getting images and "bring them to life" when used with LUMINEX. The beauty of this product is that a digital printer can quickly provide new creative materials to change the advertising and install it in a few minutes using magnetic-lock tamper resistant framing. It allows advertisers to create very appealing brand images and be very agile in the market place at the same time. A retailer or restaurateur could have a different display for every day of the week.

PER'F-Alite^{PAT} electric vinyl technology does not generate heat, is impervious to vibration caused by transportation or roadside placement and requires very low maintenance.. The LUMINEX display is all aluminum powder-coated construction with retractable wind stabilizers and incorporates an illuminated telescopic doubled sided 24 sq/ft display area. LUMINEX packs incomparable impact for applications such as point-of-sale advertising and special event marketing. An optional "arrow" mounted on top of the display is an attention grabber and may be illuminated continuously or in moving sequential segments to emphasize direction and draw customers in. The special electronics for display illumination are activated by a timer (to turn on the display after sunset) and can be set up for 1 to 12 hours of operation per night. The product can operate on either AC or DC. Where access to mains power is a

problem and an extension cord is not practical, the DC connection is capable of operating for a week or more at a time before requiring a simple recharge of standard golf cart batteries using a standard onboard battery charger.

Introduction of LUMINEX into selected Canadian and American test markets is set to begin by the end of September.

LaserVisions Technology Inc. is a privately held British Columbia company which has won the DPI's Product-of-the-Year for three years in a row, and is a leader in developing, designing and manufacturing specialty vinyl's for the digital printing industry, including PER'F-Alite^{PAT} electric vinyl and RETRO-REFLECTIVE One-Way Marking Film^{PAT}, both of which are available in perforated, see-through configurations. LaserVisions is in the process of developing a number of secondary products which utilize these core technologies. For further information, contact LaserVisions Technology Inc., at 1-866-EL SHEET or visit their web site at www.laservisisions.com.

LUMINEX
by
LaserVisions
TECHNOLOGY INC.
Digital Display Technology
1 866 EL SHEET

