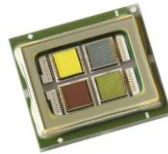




FOR IMMEDIATE RELEASE

## **SBM-160 Color Mixing Big Chip LED™ Premieres at PLASA 2011**

*Luminus' heritage of cutting-edge color mixing LED chip technology continues enabling fixture manufacturers through a surface mount package*



**London, England, September 13, 2011**—[Luminus Devices, Inc.](#), the industry leader in Big Chip LEDs, today announced that its newest color-mixing LED chip has premiered at PLASA 2011 as the light engine of four i-Pix fixtures from the popular BB series of LED entertainment lights: the BB1, BB2, BB4 & BB7.

i-Pix Digital Light, a leading LED entertainment lighting fixture manufacturer headquartered in the United Kingdom, is demonstrating the upgraded fixtures at this year's PLASA show. "Luminus' SBM-160 has enabled i-Pix to hot-rod its complete BB fixture series, which now emits four times the light output for the same power consumption," i-Pix founder and director Chris Ewington says. "We are already known for our innovative LED digital lighting products, and are excited that we can now offer such a substantial increase in brightness while keeping power consumption at the same level as the previous generation of BB fixtures."

"By offering a surface mount RGBW package with exceptional output from a small emitting area, we've enabled i-Pix to deliver a substantial output boost across an entire product line with minimal changes in their platform," says Don McDaniel, Ph.D., Director of Global Entertainment for Luminus. "The SBM-160 extends the success of the revolutionary CBM-380 into the realm of smaller luminaires while continuing to provide the lumen punch we're known for."

The newest generation of Luminus-powered i-Pix BB series fixtures will be on display in i-Pix's booth #2-P18 through September 14, 2011 at PLASA 2011, the leading international tradeshow for event, installation and entertainment technology.

**About Luminus Devices**

Luminus Devices, Inc. develops and manufactures high-performance, solid-state light sources. Luminus' Big Chip LEDs™ are engineered for a variety of markets including projection display, indoor and outdoor general lighting, entertainment and medical lighting plus ultraviolet applications. Corporate headquarters and primary manufacturing facilities are located near Boston, Massachusetts, U.S.A.

For more information, visit [www.luminus.com](http://www.luminus.com)

**About i-Pix**

i-Pix Digital Light Ltd., headquartered in the United Kingdom, produces high quality LED lighting fixtures designed primarily for the entertainment industry. Pioneering the development of high power LED light engines and homogenized optics, i-Pix's range of fixtures has grown to encompass the aspirations of energy conscious lighting designers. Fixtures are designed to last and come future-proofed with upgrade capability as technology advances; homogenized optical paths, quality light engines, and tight color binning are built into fixtures engineered to work around the world.

For more information, visit [www.i-pix.com](http://www.i-pix.com)

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