



BRENT YORK APPOINTED AS LENSVECTOR'S CEO AS THE COMPANY INTRODUCES A NEW TECHNOLOGY TO SOLID STATE LIGHTING

San Jose, CA – LensVector, an innovator in Liquid Crystal Optics, announced today that its board of directors has selected Brent York as the company's next president and chief executive officer, effective January 16, 2017. York succeeds Howard Earhart who will continue as chairman of the board of directors.

The selection of York as LensVector's new president and CEO comes as the company prepares to introduce a new proprietary technology to Solid State Lighting that will allow users to effortlessly shape light.

"Our dynamic solid state lens product is well beyond the conceptual and prototyping phases, and is ready to go to market," said Howard Earhart. "Our goal now is to ramp up production and integrate our lenses into architectural lighting products with leading lighting fixture and lamp companies - and Brent York has just the right experience to do this. Brent York brings over 30-years of innovation in the lighting industry, including the introduction of precision color tuning light engines as the founder of LEXEL technology, which was a key component of the acquisition of TIR Systems by Philips Lighting."

"I was introduced to this new technology last year and I'm excited to be part of the introduction of this new capability that fills a real need for dynamic lighting in the market. LensVector's beam shaping technology enables users to shape light through any control platform," added York. "Users will be able to change from a 10-degree spotlight to a 50-degree flood, and anywhere in between without changing the light source, all with the touch of a finger or the sound of a voice."

For the first time, lighting designers can combine electronic beam shaping with other powerful lighting technologies such as color tuning, miniaturized light sources, precision optics and dimming to completely control the spatial ambiance of their illuminated environment.

LensVector's lighting technology transforms the lighting experience [in this video](#).



Light beam at spot to focus on table décor with an intimate setting



Light beam at flood to accent full room and décor

LensVector's technology has been designed to readily adapt to existing lighting products by combining solid state hardware with software that lighting manufacturers can easily integrate into their existing fixtures or lamp designs.

The wired or wireless control system is ideal for architectural lighting markets, such as restaurants, retail, hospitality, gallery, office and residential, where the ambiance of the space can be controlled via a wall panel, smart phone and/or voice-control.



"With dimming and color change already at our finger tips, active beam shaping delivers the missing link to a fully dynamic lighting atmosphere. What LensVector brings to the market place is the ability to focus and steer light in a simple fashion. This is the last mile in the lighting industry."

James R. Benya, James R. Benya, PE, FIES, FIALD,
Benya Burnett Consultancy

In the first commercial installation of LensVector's Liquid Crystal Optics in Bellevue, Washington at Pearl Seafood & Oyster Bar, guests in the private boardroom are treated to an evolving ambiance where the light is modified to accent the meal, fine art and social interactions.

"Our staff can now completely change the ambiance of the room with their portable device. It dramatically adds to the dining experience and our ability to cater to the customer's needs and desires. My guests are already asking how they can have the lights installed in their galleries or homes."

Bradley Dickinson, Co-owner of the Pearl
Seafood & Oyster Bar