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# Laser Light Engines and SONY Present First Public Demonstration of High Brightness Laser 3D Cinema on a Silver Screen

*NAB technology preview delivers on promise of high performance laser illumination*

**Salem, NH – April 11, 2012 –** Laser Light Engines, Inc. (LLE), a venture-backed, laser-illumination developer today announced the world's first public demonstration of fully-despeckled, high brightness 3D, high frame rate (HFR), wide color gamut (WCG) laser projection on a silver 3D screen at the upcoming NAB Technology Symposium on Cinema (TSC), on April 14, 2012 from 4:14pm-5:45pm PDT in Room #S222. Bill Beck, founder and EVP of Business Development for LLE will be presenting an invited talk on *Laser Illumination Systems for 2D and 3D Digital Cinema*. "We appreciate the opportunity to educate and update the NAB Digital Cinema community with both a tutorial and a live demonstration of laser 3D on a silver screen in conjunction with SONY," Beck said. "Since its founding, LLE has been committed to laser-driven light sources that exceed the requirements of digital cinema". LLE was the first to achieve full laser despeckling on a white screen in 2010, but with the rapid proliferation of 3D, and other advancements to be discussed at this year's TSC, had to develop additional technology to meet new, more challenging requirements.

John O'Hara, LLE's President and CEO said, "With this demonstration, LLE has raised the bar and now holds all the technology required to provide RGB laser engines that achieve, fully despeckled, high brightness 3D, on a silver screen." He added, "In the near future, LLE products will enable exceptional image quality and dramatically reduced total cost of ownership."

Gary Johns, SVP of Digital Cinema Solutions, SONY Electronics, Inc., commented, "We are pleased to present this groundbreaking demonstration in partnership with Laser Light Engines. LLE is a pioneer and leader in the field of advanced, laser illumination systems."

For a full description of the NAB Technology Symposium on Cinema (TSC) session, please visit: http://tinyurl.com/7rb6bl7

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**About Laser Light Engines**

Laser Light Engines, based in Salem, NH, develops, manufactures and markets high performance, laser-driven illumination modules and engines for high brightness, performance projection, display and lighting applications worldwide. A pioneer in the field, LLE was the first to demonstrate full despeckling on both white and silver screens. For more information, visit:

http://www.laserlightengines.com

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