

29 April 2014

# PhotonStar LED Group Plc

## PhotonStar to collaborate with ARM for demonstration at NMI Future World Symposium

PhotonStar LED Group plc, the British designer and manufacturer of smart LED lighting solutions, has been invited by ARM Holdings plc, the world's leading semiconductor IP supplier, to display its Halcyon wireless home lighting system as part of ARM's 'Seamless computing' demonstration.

The demonstration will be presented as part of the NMI Future World Symposium at the Twickenham Stadium, from the 29–30 April 2014.

With previous partnership demonstrations at ARM TechCon, California and the ARM Annual partner meeting, PhotonStar continues to work closely with ARM to highlight the future market opportunities for embedded microprocessors in smart lighting.

PhotonStar's Halcyon system will feature in ARM's demonstration on their booth at the Symposium to contribute to a future 'day in the life' scenario; an environment that elegantly adapts to individual presence and activity using objects augmented with ARM Powered intelligence and connectivity. The Halcyon system will be demonstrated to show its abilities in typical office and residential environments.

Halcyon is an intelligent retrofit system that can be controlled by sensors, traditional light switches or any smart device and can be personalised and automated using changing light. Halcyon uses "standard fit" light bulbs and is designed to function robustly for a whole family, to make your home and your space fun, healthier and efficient.

The Future World Symposium is a key UK event for the Electronics Systems Community. Hosted by NMI, the trade association for Electronic Systems, Microelectronics and Semiconductors in the UK, the event is aimed at senior industry professionals and for 2014 will be the hub for presentations delivered by highly experienced experts in the field.

PhotonStar's Marketing Director Fenella Frost will deliver a talk during the Internet of Things session of the Symposium which will discuss Halcyon, highlighting ways by which lighting solutions are optimised for minimal energy use and best human performance and wellbeing, as well as providing for immersive multimedia functionality.

### **For further information:**

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### **Note to editors**

PhotonStar LED Group PLC ("PhotonStar" or the "Group") is a British designer and manufacturer of smart LED lighting solutions. The Group's proprietary technology seamlessly integrates LEDs, sensors and controls to provide intelligent lighting for commercial and architectural applications which benefit from greater CO2 reduction, lower cost of ownership & improved functionality compared to other available light sources.

Photonstar's lighting products have won numerous awards for performance, innovation and reliability, and are unique in the industry for the use of recycled, and recyclable materials, which means they have 90% less embodied CO2 than equivalent products providing the same levels of illumination.

PhotonStar comprises two divisions: LED Lighting Fixtures which works with lighting designers, architects, house builders, facilities management companies and sustainability consultants to provide intelligent, high-end LED lighting solutions for the commercial and architectural market, and LED Light Engines which provides LED lighting solutions for specialist applications such as film & television production lighting, UV curing and medical applications.

PhotonStar is based in Romsey, Hampshire with manufacturing in Wales.