

LUMINYS APPOINTS RICHARD AMADRIL PRESIDENT

-Panavision Veteran Provides Entertainment and Technology Market Expertise to Accelerate and Expand Market Growth of High Intensity Lighting Systems-

Hollywood, CA – November 5, 2010 – Luminys® Systems Corp., the leading developer and manufacturer of ultra-high-intensity lighting systems, announced today that Richard Amadril has joined the company as president.

Amadril served as an executive of Panavision for more than 13 years. Most recently as Vice President and General Manager of Panavision Remote Systems, he oversaw the rapidly developing division which doubled its revenue in his first year and expanded its reach globally.

While at Panavision, Amadril was awarded a patent for the PANAMOUNT™ (the universal camera mount for Technocranes) in 2007. He also conceived the idea for iPhone app PANASCOUT™ which became a top-grossing download and was heralded by top directors of photography such as Lawrence Sher (“The Hangover”), and Rodney Charters, ASC (“24”).

“Richard has an acute knowledge of the needs and dynamics of the entertainment industry, as well as the role of technology such as ours across many industries,” said Eric Golden, CEO, Luminys. “Our revolutionary lighting systems have just scratched the surface of their potential and Richard has the talent and vision to lead the company through its next phase of growth.”

Prior, Amadril served as Vice President of Marketing for Panavision Remote Systems, where he led all sales and marketing efforts. Amadril attended the University of Southern California, where his passion for filmmaking began. He has been active in various roles of both cast and crew, starting as a production assistant on independent films produced by Roger Corman, and founding his own production company.

“Luminys has a recognized tradition of innovation and excellence which I am proud to join,” said Amadril “We will continue to enhance and expand our award-winning lighting solutions for our traditional entertainment markets, as well as high speed testing and beyond.”

Luminys’ proprietary products provide high-intensity lighting systems for applications where image quality is paramount and are used for motion picture and television production, live events, entertainment venues, high-speed testing applications, and other industrial and professional uses.

The company’s two flagship products, Lightning Strikes® and SoftSun®, have garnered numerous awards, including Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences® and an Emmy® from the Academy of Television Arts and Sciences®. The SoftSun is the largest single-source light in the world, offering continuous light from 3.3K to 100K. SoftSun fixtures produce high-quality 5400K light that can be dimmed to 3% of maximum out-

put without changing color temperature. SoftSuns® are flicker-free and turn on virtually instantly.

Lightning Strikes products generate highly controllable flash effects with intensities from 8K up to 500K. They have been utilized in the industry's leading films, television series, commercials and other productions for nearly two decades.

Luminys was named "Crash Test Company of the Year" for its advancements in lighting technology for ultra high speed image capture.

About Luminys

Luminys Systems Corp., formerly Lightning Strikes, Inc., is the developer of the award-winning Lightning Strikes® and SoftSun® lighting systems for motion picture and television production, live events, entertainment venues, high-speed testing applications, and other industrial and professional uses. Luminys is a subsidiary of Imagility Inc.

Luminys lighting systems offer up to 500,000 watts of intensity from a single source, with high-quality light (5400° Kelvin and 96+ CRI) that can dim to 3% of maximum output without shift in color temperature. Luminys™ is a vertically integrated in-house design, engineering and manufacturing company providing application-specific lighting solutions and control systems.

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