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SLD Laser Introduces LaserLight Sources for Automotive Applications;

Company to demonstrate high luminance technology
at the Consumer Electronics Show

January 4, 2018 – Goleta, CA – SLD Laser (formerly Soraalaser), a world leader in commercialization of visible laser light sources, will demonstrate its innovative LaserLight™ source technology for automotive applications at the Consumer Electronics Show in Las Vegas, Nevada on January 9 – 12, 2018.

LaserLight illumination sources deliver more than 10 times the luminance of LEDs, ushering in a brilliant new era in automotive lighting performance, safety, and styling. LaserLight sources provide safe, extended range illumination for high beam applications and precise beam control for glare reduction, while enabling sleek compact headlamp designs with unique form factors for advanced styling.

In addition, LaserLight technology is enabling new lighting functions in next generation autonomous driving applications by providing the capability to intelligently and dynamically adjust the beam pattern on the road. Moreover, by virtue of their ultra-high bandwidth capability, LaserLight sources are ideally suited for high speed light communication data transfer in future connected cars.

Beyond automotive applications, LaserLight sources deliver high luminance performance for consumer products related to portable lighting, drone lighting and LiFi for internet-of-things, as well as professional products in entertainment, security, architectural, and outdoor lighting.

LaserLight delivers extraordinary illumination properties compared with other light sources by combining the benefits of solid-state illumination, such as compact form factor, minimal power consumption, and long lifetime, with the highly directional output that has been possible only with legacy lighting technology. LaserLight sources utilize

the company's proprietary and patented semi-polar GaN laser diodes, combined with advanced phosphor chip technology, and novel high luminance packaging. By utilizing this laser pumped phosphor architecture, LaserLight delivers safe, high luminance white light output with more than 10 times the brightness of LEDs, enabling vastly superior optical control with miniature optics and reflectors, along with high efficiency fiber optic transport and waveguide delivery.

Recently, LaserLight technology has received several prestigious recognitions, including:

- 2018 and 2017 Sapphire Award Finalist, Illumineer of the Year
- 2018 and 2017 PRISM Award Finalist from SPIE Photonics Media
- 2017 LightFair International Technical Innovation Award & Best in Category Award
- 2017 and 2016 IES Progress Report inclusion

At CES, the company will showcase the LaserLight-SMD, a direct emission miniature 7 x 7 mm module, as well as the LaserLight-Fiber, a fiber delivered remote lighting module. SLD Laser hosts meetings by appointment in its private suite at the Westgate (formerly called LVH).

To schedule an appointment, please contact Kristen Hanna at KHanna@SLDLaser.com.

About SLD Laser

SLD Laser (formerly Soraalaser) is commercializing a new generation of visible laser light sources for automotive, specialty lighting, and display applications. The company is ISO 9001 certified and automotive compliant to IATF 16949, and operates facilities in Santa Barbara, CA and in Fremont, CA. SLD Laser's high luminance LaserLight sources are being adopted in a myriad of applications including automotive headlights, specialty lighting in entertainment and architecture, projection displays, biomedical instrumentation & therapeutics, and industrial imaging & material processing. SLD Laser is an independent spin-off from Soraalaser Inc. (LED lighting) and was founded by several leading global pioneers in solid-state lighting, including Dr. Shuji Nakamura, 2014 Nobel Laureate in Physics, Dr. Steve Denbaars, Dr. James Raring, and Dr. Paul Rudy. To learn more about SLD Laser, visit <http://www.Soraalaser.com>, or contact the company at info@Soraalaser.com or 805-696-6999.

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