



FOR IMMEDIATE RELEASE:

LUXeXcel Adopts Photopia for Parametric 3D Printing of Optics for Lighting

“Sub Plastic optics for lighting fixtures can now be custom manufactured by a new one-step process which affords flexibility and freedom of design never before possible, at prices competitive with injection molding”

GOES, THE NETHERLANDS, June 18, 2012 – Plastic optics for lighting fixtures can now be custom manufactured by a new one-step process which affords flexibility and freedom of design never before possible, at prices competitive with injection molding. LUXeXcel offers its patented new “Printoptical” 3D printing service for on-demand manufacturing of optics directly from a CAD model, with no need for expensive molds or tooling.

Photopia software from LTI Optics LLC is among the most widely used tools in the lighting industry for creation and verification of such CAD models. With the combination of Photopia as a tool for parametric optics design and LUXeXcel’s Printoptical technology for mass customized manufacturing, lighting fixture manufacturers can now accelerate getting new products to market and offer a broader range of products, while cutting both their initial product development costs and their working capital requirements.

Mark Jongewaard, President of LTI Optics LLC, publisher of Photopia software, explains “We originally developed Photopia to enable simulation study of alternative designs prior to incurring the high expense of tooling for an optic to be physically produced. Now as a software partner for LUXeXcel’s zero-tooling Printoptical manufacturing services, Photopia has a second value proposition to enable rapid custom variations of a proven design for immediate manufacture, yielding fast times to market for new products, rapid adaptation to changed requirements, and low cost innovation of niche and mass-customized lighting products.”

According to Richard van de Vrie, CEO of the LUXeXcel Group, “The combination of Photopia software and Printoptical manufacturing is the digitization of plastic optics design and fabrication. A Photopia design becomes a digital “mold,” enabling any correction or change to be implemented immediately. The Printoptical manufacturing service is on-demand with an economic order quantity of one (“EOQ1”), so inventory is also digital, requiring minimal working capital and eliminating write-offs of obsolete stock. Using Photopia as a design tool for creation of optics to be fabricated with Printoptical technology, LUXeXcel offers customers in the lighting Industry a way to launch more new products, get them to market sooner, innovate with previously impossible design features, and earn higher profit margins.

About LTI Optic LLC

LTI Optics develops and sells the Photopia optical design software and provides optical design consulting services. Photopia's Parametric Optical Design Tools module enables creation of optical designs to achieve a prescribed distribution of light. All of the key aspects of the design that affect the light control are parameterized in ways meaningful to optical design. This is in direct contrast to standard parametric CAD software, which only allows designers to parameterize mechanical features which have indirect and unknown optical effects.. For more information, please visit www.ltioptics.com , email info@ltioptics.com or call +1 720 891 0030.

About LUXeXcel Group BV

LUXeXcel Group BV, is the inventor and exclusive provider of Printoptical fabrication services, the new digital 3D printing technology which enables prototyping and manufacture of plastic optics for the lighting industry and other applications. LUXeXcel is headquartered in Goes, Netherlands. For more information, please visit www.luxexcel.com , email info@luxexcel.com or call + 31 (0)113 224400.

Contacts

Marco de Visser
LUXeXceL Group BV
Amundsenweg 25
4462 GP GOES
The Netherlands
T. + 31 (0)113 224455
F. + 31 (0)113 224444
email: info@luxexcel.com
Web: www.luxexcel.com

Mark Jongewaard
LTI Optics, LLC
10850 Dover Street, Suite 300
Westminster, CO 80021
T: +1 720.891.0030 x6005
F: +1 720.891.0031
email: info@ltioptics.com
web: www.ltioptics.com

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