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**OPTILUX INC. LAUNCHED BY VETERAN SILICON VALLEY CEO TO BRING
LIQUID LENS TECHNOLOGY TO SMART PHONES AND TABLETS**

Dynamic Lens Equipped Mobile Devices Expected to
Relegate Point & Shoot Camera to Kitchen Drawers

PALO ALTO, CA – MAY 31, 2011, Optilux Inc. was formed by Hamid Farzaneh, a veteran Silicon Valley CEO, to bring dramatically higher picture and video quality to smart phones and tablets.

Optilux Inc. will expand the liquid lens actuator technology, pioneered by Varioptic S.A., and optimize it for the consumer mobile telephones and tablets market. Optilux has the exclusive global rights to bring Varioptic's proven technology to smartphones and tablets.

Optilux, an independent US company, was formed following the sale of Varioptic to Parrot S.A. Optilux is continuing to develop and sell this liquid lens actuator technology for mobile telephones and tablets applications. Parrot is continuing to develop and sell the Varioptic liquid lens actuator technology for use in industrial, medical and other consumer applications.

Optilux is focused on:

- Bringing high performance picture and video quality to smartphones and tablets
- Optimizing the Varioptic technology for the mobile market
- Creating new products geared toward the unique needs of the camera phone market
- Implementing new manufacturing technologies appropriate for the scale and demands of high volume mobile markets

- more -

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Optilux believes that the Varioptic liquid lens technology is the most appropriate actuator for camera phones which demand high-end picture and video quality. As an independent company, Optilux plans to further advance the technology, while assessing complementary innovations from other companies as well.

“We believe that Parrot's acquisition of Varioptic and the creation of Optilux--which is focusing solely on mobile telephones and tablets applications--ensures that the highly-advanced liquid lens technology will be adopted broadly across many different segments,” said Henri Seydoux, Chairman and Chief Executive Officer, Parrot S.A.

Customers currently using or evaluating Varioptic products for camera phones will not see a gap in support. Optilux' agreement with Varioptic enables camera phone actuator customers to continue to receive support from Varioptic as needed. Optilux and Varioptic will continue to cooperate on further joint development of the core technology.

Products

The company's first product is the Optilux 617 and is now available for sampling.

All Optilux products including the Optilux 617 share the following core characteristics:

- Single element autofocus and optical image stabilization
- Random access capability for high performance
- Low power
- Robustness
- Excellent light transmittance
- Small footprint
- Best cost/performance

With absolutely no moving parts, the Optilux 617 variable focus and variable tilt liquid lens is designed for both autofocus and optical image stabilization (OIS).

Key Optilux 617 features:

- Supports auto focus and OIS in both picture and video modes
- Specifically designed to compensate handshake in the 0.1Hz~10Hz range
- Silent
- Focus range supports from 3 cm to infinity
- Easy to integrate

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About Hamid Farzaneh

Hamid Farzaneh is a change catalyst who specializes in taking early stage companies with innovative technologies into accelerated growth mainstream markets. He was most recently CEO of Varioptic, until the successful sale of Varioptic to French company Parrot S.A.

Prior to Varioptic he was President and CEO of DisplayLink where he raised \$56M venture funding and, in less than 3 years, transformed the Cambridge, UK, R&D startup into the dominant global supplier of display networking chips.

Prior to that he was executive vice president, Sales and Business Development at Silicon Optix, a fabless digital video and imaging IC start up based in Silicon Valley.

Before Silicon Optix, Hamid was the co-founder and COO of Motion Sense, a fabless MEMS controller startup that enabled gesture-based user interfaces for games and handheld devices. Earlier, he served as executive vice president and COO for Genesis Microchip, architecting a dominant market share position in the explosive growth digital displays IC controller market. In his preceding career, Hamid Farzaneh had worked with various Fortune companies and start-ups including National Semiconductor, Qualys, ASAT and Renault.

More Information

More information about Optilux Inc. is available at optilux.com

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