



## **Luxtera Leads VESA Member Companies to Expand Monitor Control Command Set For Digital Signs**

*Sets standard for installation of digital signs at a lower price point*

**Carlsbad, Calif. – June 10, 2008** – At InfoComm 2008, [Luxtera Inc.](#) announced its collaboration with the Video Electronics Standards Association's (VESA) and other member companies to further the development of the Monitor Control Command Set ([MCCS](#)) Standard for digital signs. The MCCS is a universal set of commands used to control screen settings of [digital displays](#). By enhancing the capabilities of MCCS, Luxtera is leading the industry to eliminate the need for the RS232 serial port cable and proprietary software currently required for digital sign installations. This new capability provides a universal and standardized way to install digital signs at a much lower cost.

Luxtera recognizes that the rapidly growing Digital Signage market would benefit greatly from combining VESA's MCCS and Luxtera's CMOS photonics to simplify, standardize and reduce the number of cables while providing new capabilities. Some of the proposed MCCS features include confirmation of display operating status, quality of service updates, interactive screen command and control, multi-screen support, programming timers, identification of the type of video signal and override capability.

This announcement marks a new initiative for Luxtera who recently demonstrated its advancements with the world's first [DisplayPort](#) optical active cable based on its own breakthrough Silicon CMOS Photonic technology. This standardization drive is the latest example of Luxtera's leadership, breaking cost barriers of traditional optics and economically delivering high performance optical interconnect to mainstream markets utilizing Silicon CMOS Photonics.

"VESA is pleased Luxtera is taking the lead and introducing new MCCS capabilities to standardize the way Digital Signs are deployed," said Bill Lempesis of VESA. "Luxtera has demonstrated continued leadership in optics, particularly with their work on the DisplayPort initiative. We look forward to seeing their continued support at VESA."

"The combination of MCCS and Luxtera's Silicon CMOS Photonics technology will provide short and long reach cabling solutions to the Digital Sign industry. The solution will require only a single fiber optic cable for video, audio and control. We are pleased to demonstrate the MCCS capability and its tremendous value as control link to manufacturers of digital signs and projection systems," said Eileen Robarge, director of marketing for Luxtera.

InfoComm is June 18-20 in Las Vegas, Nevada. Come visit Luxtera in booth # C1744.

**About Luxtera:**

Luxtera, Inc. is a fabless semiconductor company and the world leader in CMOS Silicon Photonics. Luxtera fulfills the world's insatiable demand for bandwidth by uniting the high performance of fiber-optic communications with the low-cost and high-volume manufacturing advantages of mainstream CMOS Silicon fabrication. The company was founded in 2001 by a team of industry-renowned researchers and technology managers drawn from the communication and semiconductor industries. Luxtera is funded by leading venture capitalists: August Capital, New Enterprise Associates and Sevin Rosen Funds. In Q4 2007, Luxtera begun sampling its first commercial product based on its CMOS Photonics technology, Blazar, and will begin production shipping later this year. Luxtera is headquartered in Carlsbad, CA. More information on Luxtera can be found on the company's web site: [www.luxtera.com](http://www.luxtera.com).

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