



PRESS RELEASE

Illumitex Launches Wide-Distribution Greenhouse Fixture

AUSTIN, TEXAS — NOVEMBER 18, 2015 Responding to the requirements of its ever-expanding customer base, as well as the ever-evolving field of controlled environment agriculture, LED grow light designer-manufacturer Illumitex announced today the launch of PowerHarvest W, a fixture that casts a wide-distribution light beam.

Illumitex designs and builds made-in-the-USA LED light fixtures for greenhouses and controlled environment agriculture, offering energy-efficient lighting specifically tuned to the photosynthetic and photomorphogenic needs of plants.

As greenhouse growers make increasing demands of their year-round operations, they are recognizing the benefit of adding superior supplemental lighting to their facilities to enable plants to flourish during periods of lower solar light, such as wintertime.

Illumitex's LED optics offer a choice of beam spread options, and the new PowerHarvest provides a more widespread light pattern, something that greenhouse growers whose lights are mounted closer to the plant canopy are looking for.

"Greenhouse growers are becoming more and more sophisticated, and demanding more from their lighting solution providers all the time," said Mathieu van de Sande, Illumitex's Greenhouse Horticulture Sales Manager. "PowerHarvest W, combined with the advanced controls Illumitex has put together, gives these growers the advantages they need to keep up with market demands."

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PowerHarvest W LED grow lights are offered with an optional wireless dimming control system for precision growing, with software — Greenhouse Virtual Panel — specifically designed by Illumitex for the system. The controls allow growers to monitor and control dimming, scheduling, on/off and other options from mobile or desktop devices.

Additionally, Illumitex is pleased to announce a new naming convention for its PowerHarvest fixtures. The PowerHarvest 10 Series emits an industry-leading photosynthetic photon flux (PPF) of 1040 $\mu\text{mol}/\text{second}$ (and uses 600W of power), while the PowerHarvest 5 Series (300W) emits a PPF of 520 $\mu\text{mol}/\text{second}$. The fixture is further designated by a W for wide beam angle.

The new wide-distribution PowerHarvest luminaire joins Illumitex's Safari fixture, which is designed for use in greenhouses where inflorescence management and photoperiodism is required.



About Illumitex, Inc.

Founded in 2005 by imaging and optics industry veterans and backed by large venture capitalists, U.S.-based Illumitex began industry-shifting achievements with a fresh approach to LED design. By refusing to settle for the inefficiencies associated with secondary optics, Illumitex's breakthrough LED technology incorporates fundamental physics

principles to maximize light extraction. By extracting and directing photons at the die and package level, Illumitex LEDs deliver more usable light to the intended target while consuming less energy. All of this is achieved in the smallest form factor available. With this innovative design shift, Illumitex is leading the lighting industry into a new realm.