



**Ballista and HOLOEYE  
Focus on Specialty Display Markets**



**Westlake Village, CA and Berlin, Germany / Laguna Hills, CA;  
March 19, 2005**

Ballista, Inc., and HOLOEYE Photonics AG / HOLOEYE Corp. announced today that they have entered into a strategic agreement to develop display systems for the specialty markets. Ballista of Westlake Village, CA is a world leading developer of display technologies, and HOLOEYE is a leader for professional application of LCD displays. The two companies will focus on product development and sharing technical capabilities; accelerating its customers to the marketplace with proven display solutions.

The display industry has seen a rapid buildup of the supply base for microdisplay centric systems. This includes the use of DLP™, LCOS, and High Temperature Polysilicon devices and system architectures. Almost all of the commercially available products are targeted at the consumer market for rear projection television, business projectors, and other audio visual systems. The professional and specialty display markets can leverage this supply base and technology capital by engaging Ballista and HOLOEYE for its product requirements.

Current products offered by the companies include high performance displays systems for defense, medical, scientific, industrial inspection, machine vision, and entertainment applications.

Milton Lee, President of Ballista, states, "Many of our customers have tried to use commercially available products in a highly demanding application and have found the product is not adequate for their needs. Our collaboration with HOLOEYE allows us to custom tailor a commercial product for the most demanding applications."

According to Marcel Rogalla, CEO of HOLOEYE, "We see many customers looking for a partner in specialty optics. Adding the expertise in optical design of Ballista to our offering will certainly boost the speed of implementation of LCOS in the professional environment, either in projects just starting or high volume series. By entering that partnership, we will be able to serve the markets with LCOS panels, related logistics, customized driver-boards, and now optical design, as a one-stop solution."

**About Ballista, Inc.**

Ballista is a privately-owned company that specializes in the design and development of display products and illumination systems. It develops custom high performance projection display solutions for avionics and industrial applications, and is currently developing its own product line of displays for medical, military, and industrial uses. Its offices and manufacturing facilities are located in Westlake Village, CA.

For more information, contact:

Milton Lee, President of Ballista at [info@ballistainc.com](mailto:info@ballistainc.com), (805) 497-6541 Ext. 222

**About HOLOEYE Photonics AG, HOLOEYE Corp.**

Founded in 1999, with headquarters in Berlin Germany and a subsidiary, HOLOEYE Corp., in Laguna Hills, CA., HOLOEYE is a leading provider of professional products and services based on micro-structured optical components and computer-controlled optical wave manipulation. Besides diffractive optics and Spatial Light Modulators, HOLOEYE today focuses more and more on the OEM-LCD display part, which is the basis for the co-operation with Ballista, Inc.

For more information, contact:

Marcel Rogalla, CEO of HOLOEYE at [ir@holoeye.com](mailto:ir@holoeye.com), (949) 690-3081