

VISUS LTD.

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Website: www.visusphotonics.com
Year established: 1995

Contact person: Mr. Ben-Zion Inditsky, General Manager

Type: Start-up company
Ownership: Private
Parent Organization: Rad Biomed Incubator

Core Business:

Lighting products, non-imaging optics, optical-imaging cad/cam.

Total number of employees:

Overview:

VISUS Ltd. specializes in the design of advanced non-imaging optical systems for lighting and other photonic devices such as LCD Backlights, fiber optical lighting systems, luminaries for specialty lighting, reflectors for emergency vehicles, etc. VISUS' non-imaging optics are designed to produce extremely bright and extremely power-efficient systems.

The basis for VISUS' product line is patent-pending technology which evaluates all of system conditions including light and power sources, material transmissivity, ambient illumination, system dimensions and requirements of brightness and homogeneity of luminance - producing an optimal or near-optimal design solution.

This technology is embedded in a unique CAD/ CAM program (Karen) which has unparalleled capabilities for simulation, design, automatic synthesis and optimization of these extremely complex non-imaging optical systems. Fifteen years in development and with more than 30 man-years of programming time, Karen is being used by major engineering corporation in Europe including Seimans, AEG, and Gaash Lighting for their own design and development programs.

By using Karen and VISUS' expertise the industry standard "trial and error" design techniques are eliminated, drastically reducing time to market.

This software has been used to develop products for some of the leading European companies in the lighting industry. Software highlights include:

- * Simulation of any given Optical System
- * 3D visualization of ray performance
- * Automatic synthesis of optical systems with required beam distribution

Since 1996, VISUS' efforts are focused on the development of flat-light guides for mass as well as specific and custom applications. Two products from this line are High-Uniformity and efficiency back-lights for LCD displays and Flat Luminaries for general and office lighting applications, information displays.