

Matchstick - Illuminating Brands. An expert provider to the Point-of-Purchase industry.

Hong Kong, June 2, 2008 - Today the founders of Medialite presented their new company, Matchstick Illuminating Brands. Asgeir Bjarnason, Kristjan Arnthorsson, and Thomas Karvonen have formed Matchstick as an expert provider and solutions house to the point-of-sales industry. The owners of Medialite have split up the Company where the POP expertise and LED lighting innovators have chosen to go their own route. "We are primarily display designers and lighting engineers. We believe we have a lot to offer to the market with our experience of handling demanding projects for international brands" said Asgeir Bjarnason one of the founders.

Matchstick Illuminating Brands has its own in-house team of engineers and 3D designers to cover all aspects of product design, visualization, and project management. "We have our prototyping facility for fast turn around of multi-layered printing as well as the design and engineering of any type of LED lighting solution" cites Kristjan Arnthorsson who heads up design at Matchstick. The team has a portfolio between them that exceeds one million units of graphics panels and displays to leading international brands. Matchstick has expertise in all aspects of national certification and type approvals that include; UL, CE, TUV, ROHS, GOST.

Matchstick - Illuminating Brands. Matchstick is focused on commercializing the EVI multi-layer printing technology worldwide. The Company, a specialist in brand illumination, is a manufacturer of leading edge LED lighting

panels and LED brand signage. The company is based in Shenzhen, China. Matchstick manages the marketing, design, manufacturing and licensing of products using EVI both directly to end user companies as well as through select agencies and manufacturers. The founders of Matchstick include: Asgeir Bjarnason founder of Medialite, Artlite, Novamedia Group TX, 25 years in lighting and POP, Kristjan Arnthorsson, an experienced designer and the inventor of the EVI display panel process and Thomas Karvonen an industrial and lighting engineer with expertise in LED's. ■

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