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Hall 11  
Stand F24/1

### Varioptic To Demonstrate The World's First Liquid Zoom Lens For Camera Phones At CeBIT

On March 10-16, Varioptic will demonstrate the world's first zoom and auto focus liquid lens for camera phones, in Hall 11, booth F24/1 at the CeBIT electronics trade show in Hanover Germany.

For several months, Varioptic has been working closely with Samsung to provide auto focus liquid

lenses for camera phones (which will also be demonstrated by Samsung Electro-Mechanics, in Hall 11, Booth B24). Varioptic has now extended its revolutionary "electrowetting" technology by combining multiple liquid lenses, with drivers, sensors, and image processors to demonstrate the world's first liquid zoom lens, that can address magnification, change focus and control aberrations. Both the Zoom and auto-focus liquid lenses share the same market advantages, in terms of size, cost, speed, energy consumption, durability, and quality—and both are on display at CeBIT.

## Company News

### Industry Veteran John Barber Joins Varioptic As Vice President Of Business Development

Varioptic announced today that it has appointed John Barber as its VP of Business Development. John brings a wide range of senior management, and telecommunications experience, joining Varioptic from TTPCommunications, (a "virtual" mobile phone developer and supplier), where he served as Managing Director of the company's Terminals Business. Prior to TTPC, Barber was Chief Commercial Officer at Cambridge Positioning Systems, where he led the company's commercial development from its conception, to become the world's leading provider of E-OTD location technology for mobile network equipment and handset vendors.

Barber has worked at Nokia, as deputy MD of the UK network business. He also brings business development experience from Cable & Wireless, management consulting experience from Deloitte & Touche, and engineering experience from Rolls Royce.

John is also a former pilot in the Royal Air Force.

"I've been involved with several companies and I can truly say that Varioptic is one of those rare companies that possessed revolutionary, break-through technology, that fits perfectly with evolving market needs," said Barber. "I'm thrilled to become part of the Varioptic team."

### Varioptic Achieves ISO 9001 Certification

Just three short years since its founding, Varioptic is proud to announce that it has achieved ISO 9001 certification for the creation, manufacturing, and merchandising of its liquid lenses.

Upon completing the certification process, Varioptic CEO, Etienne Paillard, noted, "We've always placed quality at the heart of everything we do, and we're honoured that the International Standards Organization has recognized our accomplishments."