



FOR IMMEDIATE RELEASE

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Ophir Launches New Identity and Corporate Branding Strategy; Expands Facilities

April 18, 2011 – Logan, UT – Ophir Photonics, the global leader in precision laser measurement equipment, has announced the launch of a new corporate branding strategy and expansion of its US manufacturing and distribution facilities in Logan, Utah. The new identity and branding strategy were developed to further integrate the company's complete line of laser measurement instruments, which include power and energy meters, beam profilers, spectrum analyzers, and goniometric radiometers. Formerly known as the Ophir Laser Measurement Group, these products will now form the core of the new **Ophir Photonics Group**.

The **Ophir Photonics Group** includes the company's wide range of laser power and energy meters. Committed to innovation, Ophir develops durable absorbing surfaces that stand up to the most punishing laser sources. These surfaces are found on some of the highest damage threshold absorbers in the industry, including Ophir's **PE25B-DIF** and **PE100BF-DIF** pyroelectric detectors for repetitive pulses.

Established in 1978, **Ophir-Spiricon** provides a broad line of laser beam profiling systems for scientific and industrial applications. Products include **BeamGage®**, laser beam analysis software with support for high-speed, GigE cameras, and **ModeCheck™**, the industrial CO2 laser beam profiler. Ophir-Spiricon also holds a number of patents, including **Ultracal™**, the baseline correction

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algorithm that helped establish the ISO 11146-3 standard for beam measurement accuracy.

Ophir-Spiricon recently expanded its manufacturing and distribution facilities in Logan, Utah. They now are located in a facility that is 30% larger. It features state-of-the-art beam profiling design, manufacturing, testing, service, and a state-of-the-art Power and Energy service and calibration lab.

The **Ophir Photonics Group** also incorporates **Photon Inc.'s** (San Jose, California) extensive experience with laser and fiber beam characterization for solving complex optical problems. Photon's well-known, scanning-slit **NanoScan** profilers provide high accuracy and precision for the measurement of CW and KHz pulsed laser beams across the spectrum range from UV to far infrared. The scanning-slit technology is capable of measuring beam size and position to sub-micron resolution.

“Ophir has grown and diversified into a powerhouse of laser measurement excellence,” said Moty Gelbman, Executive VP and General Manager, Photonics Group. “The Ophir Photonics Group produces the most complete line of laser measurement instrumentation in the industry, both off-the-shelf and OEM. We provide users with the resources they need to get more out of their lasers. Almost any measurement can be accommodated and results can be analyzed and presented on multiple platforms, from handheld displays to PCs.”

For more information, the **2011 Ophir Photonics Group Laser Measurement Catalog** is free of charge and available for download at:

<http://www.ophiropt.com/laser-measurement-instruments/laser-power-energy-meters/services/catalog-download>

About Ophir-Spiricon

Ophir-Spiricon is part of the Ophir Photonics Group. With over 30 years of experience, the Laser Measurement Group provides a complete line of instrumentation including power and energy meters, beam profilers, spectrum analyzers, and goniometric radiometers. Dedicated to continuous innovation in laser measurement, the company holds a number of patents, including **Ultracal™**, the baseline correction algorithm that helped establish the ISO 11146-3 standard for beam measurement accuracy. The recently acquired Photon family of products includes **NanoScan** scanning-slit technology, which is capable of measuring beam size and position to sub-micron resolution. The company's modular, customizable solutions serve manufacturing,

medical, military, and research industries throughout the world. For more information, visit
<http://www.ophiropt.com/photonics>

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