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## **DILAS Introduces New Brand Image**

**Mainz, Germany, June 12, 2007** – DILAS, a world leader in high power semiconductor lasers, unveiled a new brand identity to reinforce their image and market growth over the past years and to reaffirm the company's position as a leader in the global delivery of high power diode lasers.

The company's new logo has a clean, bold and modern font which is now supported by the new company tagline: "The diode laser company."

With the new company tagline, "The diode laser company," DILAS' brand identity clearly reflects the company's mission to lead the industry through innovation, development and manufacture of quality high power diode laser products worldwide.

"The new brand signifies our company's revitalization, passion and belief in our products, commitment to excellence, product innovation and customer satisfaction on a global level," said Joerg Neukum, DILAS' Director of Sales and Marketing.

All DILAS international facilities will be marketed under one brand. The new branding effort will be communicated and supported with advertising and promotional efforts and a new website by summer 2007.

### **About DILAS**

DILAS, the diode laser company, is focused on delivering the most innovative technologies and advanced product solutions in the industry. Founded in 1994, with operations in Mainz, Germany and Tucson, AZ, DILAS designs, develops and manufactures quality high power, high brightness semiconductor laser components, modules and systems, including fiber coupled products for worldwide distribution. For more information about DILAS, including product updates, visit our website at [www.DILAS.com](http://www.DILAS.com).

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