



## LED Studio Ushers in a New Era of Intelligent LED Display Technology Powered by Cree LED

**Basingstoke, UK – March 9, 2026** — LED Studio has announced a strategic partnership with [Cree LED](#), a [Penguin Solutions](#) brand (Nasdaq: [PENG](#)) to introduce a new generation of LED display technology, representing a fundamental shift in how LED displays are built.

At the centre of the partnership is OptiLamp™ intelligent LED components, a breakthrough development that rethinks where the critical electronics in an LED system live. Much of the circuitry that would normally sit across the LED module has been engineered into a single diode, dramatically simplifying the system.

By reducing the number of external components required, displays become cleaner, lighter and more efficient. Fewer parts mean fewer potential failure points, lower power consumption, and a more streamlined manufacturing process.

The technology also enables true 1/1 scan performance, delivering smoother motion, richer colour depth, and improved on-camera results, particularly important in broadcast, corporate, and immersive environments. With monitoring and calibration data operating at pixel level, brightness and colour consistency can be maintained more precisely over time. This supports longer product lifecycles, improved reliability and more predictable maintenance.

For customers and integrators, the benefits are both immediate and practical. The integration of OptiLamp technology reduces overall system complexity, lowers power consumption, and enhances structural simplicity across the display platform. By streamlining the architecture at pixel level, the solution also delivers improved long-term brightness and colour consistency, supporting more predictable maintenance cycles and extended product lifespans.

For LED Studio, the partnership aligns with a clear engineering philosophy of simplifying the system, removing unnecessary layers and building platforms that are efficient from the inside out. Rather than adding more hardware to chase performance, this approach works harder by designing smarter.

Robert Bint, CEO at LED Studio, said:

“This is about simplifying LED display technology at its core. By bringing together what was once spread across the module into a single diode, we reduce complexity while improving performance. It’s a smarter way to build displays - we’re engineering the next generation of display systems.”

Jesse Reiherzer - VP of Highbright LED for Cree LED, added:

“OptiLamp technology was designed to challenge how LED systems are traditionally constructed. Working with LED Studio allows us to bring that simplified, high-performance approach into real-world professional applications.”

This partnership signals a clear step forward in LED display technology, where simplicity and innovation are achieved not in what is added, but in what is stripped away.

Cree LED and OptiLamp are trademarks of CreeLED, Inc. All other trademarks and registered trademarks are the properties of their respective owners.

### **About Cree LED**

Cree LED, a Penguin Solutions brand, offers one of the industry's broadest portfolios of application-optimized LED chips and components, leading the industry in performance and reliability. With more than 35 years of innovation, our strong IP portfolio and unique business model ensures supply chain continuity. We deliver best-in-class technology and breakthrough solutions for focused applications in high power and mid-power general lighting, portable lighting, horticulture, specialty lighting and video screens. For more information, visit [cree-led.com](http://cree-led.com).

### **About LED Studio**

The LED Studio delivers future-ready LED solutions that transform spaces into immersive, high-performance environments. From MicroLED and fine-pitch to transparent, curved, and embedded smart displays, our portfolio covers everything from eye-catching retail activations to complex simulation, broadcast, sport, and themed entertainment systems.

### **Contacts**

#### **Cree LED Media Relations**

Melissa Sanders

Marketing Communications Specialist, CreeLED, Inc.

[melissa.sanders@cree-led.com](mailto:melissa.sanders@cree-led.com)

#### **Penguin Solutions**

Maureen O'Leary, Director Corporate Communications

[pr@penguinsolutions.com](mailto:pr@penguinsolutions.com)

#### **LED Studio**

Gregg Ringer

Global Marketing Director

[gregg.ringer@theledstudio.com](mailto:gregg.ringer@theledstudio.com)