



September 12, 2019

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Subject: Update from LVX System

Visible Light Communication (VLC) technology is advancing to the next stage of development, which entails bringing LVX System's patented technology to a broad marketplace. In North America this new market is anticipated to reach a valuation of \$60 billion by 2022.

Hello, my name is David Sexton. I have been seated as the CEO and president of LVX System, having been engaged fulltime as a consultant to the company since 2009. My critical business functions will include business development, market expansion, strategic partnership alliances and equity funding.

I am joined in this leadership role by a team of seasoned professionals who excel in their core areas of expertise and the challenges associated with complicated startup businesses. Most importantly, they have experience with Visible Light Communication (VLC) and the Data-Lumen hour (DLh) service model.

- Chief Business Development Officer Randy Mortensen will lead the marketing and communication department, as well as the business development and sales department.
- Chief Operating Officer Steve Sarka will lead the manufacturing and supply chain department and the human resources operations and assets team.
- Chief Financial Officer Tim Murray will oversee financial operations and accountability.

In June, we seated Al Nagy as chairman of the LVX Board of Directors and three additional board members to provide oversight and guidance to LVX System:

- Dr. Michael Lambert is a retired colonel and vitreoretinal eye surgeon, medical device inventor, entrepreneur and United States Air Force Academy distinguished graduate.
- John Weitzel is former CEO of Bankers Systems, his career experience includes work in the areas of banking compliance and intellectual property and copyrights. John has served on multiple higher education, hospital and nonprofit boards.
- Jon McBride is a former NASA astronaut and Navy pilot. His focus is on business development, politics and public relations.

ABOUT: *LVX System is the inventor and innovative leader in the fast-emerging Visible Light Communication (VLC) and Light Fidelity (Li-Fi) market. As the pioneer and foundational VLC patent holder, in this new frontier of communication through light photons, LVX is poised to monetize this proprietary research at an exponential rate of recurring revenue. Learn more at <http://www.lvx-system.com/>*



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As we enter this next phase for LVX, we invite you to get involved. Together, we can all achieve more, and partnerships on multiple fronts are essential to our long-term success. [Click to learn more.](#)

Most sincerely,

David Sexton
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