



ASX ANNOUNCEMENT, 23 FEBRUARY 2015

## VIVID INDUSTRIAL EXTENDS TECHNOLOGY RIGHTS TO ASIA & AFRICA

- **Vivid Industrial expands technology rights into South East Asia and South Africa**
- **Enables Vivid Industrial to sell its proven products and services to these regions**
- **Complements existing distribution rights in Australia and New Zealand**
- **Extends partnership with leading global technologies Metrolight and Menolinx**

Greenearth Energy Ltd (ASX: GER) ("Greenearth") is pleased to announce that its wholly owned subsidiary, Vivid Industrial, has extended its rights as the sole distributor of two of its exclusive technologies, Metrolight and Menolinx, into South East Asia and South Africa.

Vivid Industrial is already the sole distributor of Metrolight and Menolinx technologies in Australia and New Zealand.

Coupled with Vivid Industrial's proprietary technology, this rights expansion is part of the ongoing strategy to develop and establish an end-to-end industrial lighting, internet based technology platform which will be sold and marketed on a global scale.

Vivid Industrial is already evaluating specific partners across these regions. The rights expansion completes a critical step in the roll-out plans beyond Australia & New Zealand, which demonstrates good progress towards our previously expressed plans to scale the proven business model globally.

Vivid Industrial's "internet of lights" offering allows companies to remotely manage, from a single office, a global portfolio of operations in which our technology is installed. Expansion of distribution rights aligns with Vivid Industrial's growth plans and also follows inquiries from existing customers about implementing our system in their other facilities beyond Australia and New Zealand. With a validated and proven model, there is every indication of real opportunities to expand into these new regions.

**Managing Director of Greenearth Energy, Samuel Marks, said;** *"Vivid Industrial continues to execute its business model in line with our aggressive growth strategy. To be able to partner and strengthen our relationship with Metrolight and Menolinx into these territories is a great opportunity. We look forward to adding new customers across Asia and South Africa to our portfolio of existing customers in Australia and New Zealand."*

**Samuel Marks**  
Managing Director  
Greenearth Energy Limited

Please direct all enquiries to Samuel Marks, Managing Director, telephone 03 9620 7299.



## **About Greenearth Energy Limited**

Greenearth Energy Limited is a diversified Australian-based renewable energy company with interests in technology-focussed solutions in the industrial energy efficiency and CO<sub>2</sub>-to-fuel conversion markets as well as conventional geothermal resources in Australia and the wider Pacific Rim.

Greenearth Energy Ltd - <http://www.greenearthenergy.com.au>

## **About Vivid Industrial**

Vivid Industrial is a subsidiary of Greenearth Energy Ltd. Vivid Industrial provides customised, intelligent and energy efficient lighting solutions for our growing industrial and infrastructure client base the "internet of lights" deliver's quantifiable cost efficiencies and environmentally sustainable benefits. The business' core technologies are designed for application in warehouses, distribution centres, cold storage facilities, ports, stadiums, car parks, roads and tunnels. Vivid Industrial is a trusted partner to our customer base of blue chip, industrial companies.

Vivid Industrial – [vividindustrial.com](http://vividindustrial.com)

