

Case in Point: AI Startup Breaks Through with Optical Advantage, Steps up with New Funding

Lighting the Way in Optical AI Innovation

When timing, market trends, and a standout technology intersect, PR must rise to meet the moment. Lumai, a UK-based startup pioneering optical computing for AI acceleration, had its sights set on expansion—particularly into the U.S. market. Lumai’s technology is stepping in at a critical moment, as power-hungry AI models and the drive to artificial general intelligence are pushing silicon-based compute to its limits.

Lumai’s recent funding milestone provided the perfect storm of opportunity: advanced technology, a global AI boom, and a story that deserved to be told on both sides of the Atlantic.



The Program: Message and Media Strategy

VCs and startups alike know that strategy isn’t a luxury—it’s a necessity. For Lumai, we began by carefully mapping their core messages to current editorial trends, identifying where their unique value could align with what journalists were looking for right now. Then, we crafted a compelling news release designed not just to inform, but to inspire conversation among media, investors, employees, and industry peers.

Of course, no PR success rests solely on existing relationships. We combined deep-rooted media connections with real-time research, competitive analysis, and tailored outreach. This meant understanding journalists’ personal preferences, working styles, and deadlines—then connecting the dots to ensure relevance and resonance.

The Lumai Story: Built to Be Shared

In evaluating Lumai’s news, we knew editors would be asking:

- Is the funding size significant?
- Does the technology move the needle?
- Is the founding team credible and compelling?
- Are the investors notable, and what’s their “why”?
- Is the timing right given broader AI and optics trends

While the \$10 million in funding was a significant milestone at this stage in their journey, we knew most investment-focused media tend to prioritize much larger rounds. So, we leaned into Lumai’s breakthrough technology—a true differentiator in the market. The funding served as both a news hook and a vote of confidence in their innovation. This strategy delivered notable media coverage and positioned Lumai as a standout in the AI space.



A powerful visual story enhanced the written one: we paired a dynamic team photo with a crisp product image to add human depth and technical intrigue. These assets, paired with engaging social content on LinkedIn and X, gave the announcement wings.

A graphic with a black background. At the top left is the Lumai logo in white. Below it, the text "Lumai secures more than \$10m investment" is written in white. At the bottom, there are three bullet points in white: "• Slash AI Processing Costs", "• Boost Performance", and "• Improve Data Center Sustainability". The bottom right corner of the graphic has a colorful, abstract light effect.



The Results: Meaningful Coverage

Our PR campaign was designed to reach the full spectrum of Lumai's key audiences. That meant targeting media across AI, optics, semiconductors, funding, and data center infrastructure. We also leveraged top-tier UK publications to capitalize on the home-grown innovation angle.

In just a matter of weeks, Lumai was included in 42 articles across key audiences, with a combined reach of 17,258,830.

From message development to multi-market coverage, the Lumai campaign proved that precision PR can transcend borders. Through smart timing, storytelling, and tenacity, Lumai went from a startup with bold goals to a global player making waves in the AI ecosystem.

In Their Own Words

"With U.S. data center energy use expected to triple by 2028...there's growing pressure to find a better way. Lumai, an AI accelerator startup spun out of the University of Oxford, thinks the answer lies in optics, not silicon." – Tech Startup

"Lumai, a spin-out from the UK's University of Oxford, is working on a radical optical computing approach to AI that goes beyond integrated photonics." – Optics.org

"Lumai's revolutionary optical computing technology will help AI data centers dramatically reduce costs and boost performance – while simultaneously minimizing energy consumption." – AiThORITY

"Lumai's accelerator bypasses the limits of silicon GPUs and integrated photonics to cut AI inference costs to one-tenth of today's top solutions and delivers 50x the performance of silicon-only accelerators while using just 10% of the power required for AI in data centers." – EE Times

"The AI race is no longer just about smarter algorithms — it's about smarter infrastructure. Lumai's 3D optical processors offer a glimpse into a future where AI is not limited by silicon, and where photons become the fuel that powers intelligence at scale. In an industry hungry for disruptive change, Lumai may just be the breakthrough the world has been waiting for." – Unite.ai

"The U.S. is an important market for Lumai's AI processor and ensuring that the benefits of this approach are widely understood requires strong story telling. Fortunately, Lages immediately understood what made our story different, and how to bring it to life in a way that would resonate across audiences. The Lages team translated our news into media coverage that boosted awareness and helped validate Lumai in a global context. From shaping our message to securing quality coverage in both the UK and U.S., the results spoke for themselves."

– Phillip Burr, Head of Product, Lumai

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