



PUBLIC LEGAL DOCUMENT

CONCEPT-IMAGE AND SUPPLIER- IMAGE DISCLAIMER

Rules for concept renderings, supplier reference media, product visuals and project representations

Luminera (Pty) Ltd

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Table of contents

1. Purpose and application	2
2. Types of visual material	2
3. Core transparency and non-misrepresentation rule	2
4. Illustrative concept renderings	3
5. Supplier and manufacturer reference media	3
6. Product photographs, samples and demonstrations	3
7. Completed Luminera projects and case studies	4
8. Mandatory labels and placement	4
9. Editing, compositing and AI-assisted visuals	4
10. Third-party rights, trademarks, people and locations	5
11. Technical appearance and project-specific variation	5
12. Customer-supplied and partner-supplied media	5
13. Permission, records and publication controls	6
14. Corrections, complaints and takedown requests	6
15. Reliance, liability and rights preserved	6
16. Website implementation wording	7
17. Approval and version control	7

Page numbers exclude the cover page.

1. Purpose and application

This Concept-Image and Supplier-Image Disclaimer ("Disclaimer") explains how photographs, videos, renderings, mock-ups, composites, demonstrations and other visual material published or supplied by Luminera (Pty) Ltd ("Luminera", "we", "us" or "our") must be understood.

It applies to visual material appearing on <https://lumineraafrica.com>, in Luminera's product catalogue, company profile, brochures, presentations, social-media content, quotation discussions, emails and other public or preliminary communications. It should be read with the Website Terms of Use, Product and Specification Disclaimer, Quote Request Terms, Privacy Notice and any project-specific written documents.

Core purpose

Visual material must help explain products and possible applications without creating the false impression that Luminera completed a project, owns third-party work, guarantees an identical result or has obtained an endorsement that does not exist.

2. Types of visual material

Visual category	Meaning and required treatment
Illustrative concept rendering	A generated, drawn, composited, digitally altered or staged visual showing a possible application. It is not evidence of a completed Luminera installation.
Supplier reference image	A photograph, video, rendering or demonstration supplied or approved by a manufacturer, supplier or authorised partner for reference use.
Product photograph	A visual of a product, component, sample or demonstration unit. It may not show the final project configuration or real-world site conditions.
Completed Luminera project	A real project that Luminera may describe as its completed supply project only when the facts, permissions and Luminera's actual role are documented.
Customer or partner media	Material supplied by a customer, architect, contractor, photographer, agency or other third party and used only with appropriate authority.

3. Core transparency and non-misrepresentation rule

Luminera will not present an illustrative concept, supplier image, demonstration, mock-up or third-party project as a completed Luminera installation. A visual must be described according to what it actually represents and must not be accompanied by wording that creates a misleading overall impression.

Visual context matters. A technically accurate label may still be insufficient if the surrounding heading, caption, testimonial, project name, page structure or advertisement implies that Luminera designed, supplied, installed, owned or completed work that it did not perform.

Where the source, status or permitted use of a visual cannot be confirmed, the visual should not be published until the position has been clarified and recorded.

4. Illustrative concept renderings

Concept renderings are used to communicate ideas, product possibilities and general application scenarios. They may be generated, composited, retouched, scaled, recoloured or placed into an imagined or existing environment. They are not photographs of an actual Luminera project unless expressly identified as such.

- Every concept visual must carry the visible label: "Illustrative concept rendering - not a completed Luminera installation."
- The label should appear on or immediately next to the visual and remain understandable on mobile screens, downloads and shared extracts.
- A concept may not be described as a case study, client project, installed solution, project result, before-and-after example or customer endorsement.
- A concept must not be used to promise exact scale, colour, transparency, brightness, viewing effect, structural detail, installation method or performance.

Where a concept is based on a recognisable property, interior, brand, artwork or third-party photograph, the underlying rights and permissions must also be considered. Labelling the result as a concept does not by itself create permission to use protected source material.

5. Supplier and manufacturer reference media

Supplier and manufacturer media may show products, demonstrations, factories, sample installations or projects completed by parties other than Luminera. Such media is provided as a reference to illustrate a product category, configuration or possible appearance.

- Supplier or manufacturer material must carry the visible label: "Supplier reference image." For video or mixed media, "Supplier reference media" may be used.
- The visual must not be described as a Luminera installation, Luminera case study or Luminera customer project unless that statement is separately true and documented.
- Publication must remain within the permission, licence, distribution terms or written approval supplied by the relevant rights holder.
- Removal of a supplier logo, watermark, credit or copyright notice is prohibited unless the rights holder has authorised it.

A supplier image does not guarantee that the same model, specification, configuration, component, software version, finish or outcome is available for a Luminera customer. Project-specific written confirmation remains necessary.

6. Product photographs, samples and demonstrations

A photograph or demonstration of a product, film sample, glass panel, control system or display unit represents the item and conditions shown. It may have been photographed under controlled lighting, camera exposure, editing, calibration or viewing conditions.

Screens and printed documents can reproduce colour, black levels, transparency, reflections, brightness and scale differently. Samples may differ from final production because of model, size, batch, finish, edge treatment, controller, content, ambient light or installation conditions.

Where appearance is material, the customer should request appropriate samples, manufacturer references, written specifications or an agreed approval process before manufacture or supply. A visual alone is not a final product approval.

7. Completed Luminera projects and case studies

Luminera may call a visual a completed Luminera project or case study only after confirming the project identity, Luminera's actual scope, the visual source and the authority to publish. The description must accurately distinguish product supply from work performed by the client, installer, contractor, architect, engineer or other professional.

- Do not imply that Luminera performed surveys, design, engineering, installation, commissioning, training, maintenance, site safety or workmanship where those services were not part of Luminera's written scope.
- Do not identify a customer, property, location, project value or commercial result without appropriate permission and factual verification.
- Do not publish a testimonial, performance result or endorsement unless it is genuine, current, authorised and presented without material omission.

Publication gate

Until Luminera has genuine completed projects with documented facts and publication permission, public visuals should remain clearly classified as illustrative concepts, supplier references or product demonstrations.

8. Mandatory labels and placement

A label must be clear, visible and reasonably connected to the relevant visual. It should not be hidden only in a general footer, legal page, hover state or small-print section where an ordinary viewer is unlikely to see it before forming an impression.

Visual use	Required wording
Illustrative concept image or video	Illustrative concept rendering - not a completed Luminera installation.
Supplier/manufacturer photograph or rendering	Supplier reference image.
Supplier/manufacturer video or animation	Supplier reference media.
General product demonstration where status may be unclear	Product demonstration for reference - final appearance and specification may vary.
Verified completed Luminera supply project	Use a factual project caption approved under the completed-project publication process; no generic disclaimer replaces the required evidence and permission.

Where one page contains several visual categories, each image should be labelled individually or grouped only where the grouping and common label are unmistakable. Labels should also be preserved in PDF exports, social posts and cropped website cards where practical.

9. Editing, compositing and AI-assisted visuals

Visuals may be resized, cropped, colour-corrected, retouched, composited or generated with digital tools, including AI-assisted tools, for legitimate concept, layout and communication purposes. Editing must not be used to create a materially false statement about an actual product, project, customer, certification, performance result or completed installation.

- A materially generated or composited application scene must be treated and labelled as an illustrative concept rendering.
- Editing must not add a Luminera logo, customer identity, certification mark, product feature or site condition in a manner that falsely implies real-world approval or completion.

- People depicted in illustrative visuals must not be presented as real customers, employees, endorsers or project participants unless that is true and authorised.
- Visual changes must not conceal a relevant limitation, damage, safety issue, watermark, attribution or material product difference.

Internal source records should identify whether a visual is original photography, supplier material, licensed stock, customer-supplied content or an illustrative/generated work so that future users do not misclassify it.

10. Third-party rights, trademarks, people and locations

Copyright, trade marks, designs, privacy, publicity, confidentiality, contractual and property-access rights may apply to visual material. Ownership of a physical object, building, product sample or copy of an image does not necessarily include the right to reproduce or publish the visual.

Third-party names, logos, products, buildings, locations, artwork, content and trade marks remain the property of their respective owners. Their appearance does not imply sponsorship, endorsement, partnership or approval by the rights holder.

Where identifiable people are a material part of a photograph or video, publication authority and privacy implications must be considered. Images containing confidential project information, security details, personal information or children require particular care and should not be published without an appropriate lawful basis and approval.

11. Technical appearance and project-specific variation

Visual material is not a project-specific technical schedule. Apparent dimensions, pixel density, transparency, brightness, colour, viewing angle, reflections, joins, edges, cabling, controls, fixing details and content quality may differ from the final selected product and installation environment.

Ambient light, camera settings, editing, display calibration, viewing distance, surface, glazing, architecture, installation quality, electrical supply and content can materially change the observed result. A visual comparison must therefore not be treated as a guaranteed performance representation.

Final selection and approval must follow the applicable quotation, approved product schedule, manufacturer confirmation, drawing, sample or other project-specific written document.

12. Customer-supplied and partner-supplied media

A person who supplies an image, video, plan, logo, artwork or other media to Luminera represents that they are authorised to provide it for the stated purpose and have disclosed any relevant restriction, attribution requirement, confidentiality obligation or personal-information concern.

Luminera may rely reasonably on that representation but may request written confirmation, releases, source details or proof of authority before publication. Luminera may decline, remove or restrict material where the rights or facts are uncertain.

Submission of material for quotation or technical discussion does not automatically grant permission for public marketing use. Public use should be separately authorised where it is not clearly covered by an existing agreement.

13. Permission, records and publication controls

Before publication, Luminera should keep a reasonable source and approval record for each material visual or visual set. The record may include the file source, supplier or creator, date received, permission or licence, required credit, permitted channels, expiry or withdrawal condition, editing restrictions, visual classification and approving founder.

Control question	Required outcome before publication
What is the visual?	Classified as concept, supplier reference, product demonstration, customer/partner media or verified Luminera project.
Who owns or controls it?	Source and publication authority recorded; restrictions understood.
What does the caption imply?	Caption and page context are factually accurate and not misleading.
Is a label required?	Correct visible label applied and preserved in responsive/mobile and downloadable formats.
Are people, brands or confidential details visible?	Necessary permissions, privacy checks, cropping or redaction completed.
Who approved it?	Founder or authorised reviewer and approval date recorded.

14. Corrections, complaints and takedown requests

A rights holder, customer, supplier or other affected person may contact Luminera if a visual appears incorrectly attributed, misleading, unauthorised, outdated or privacy-invasive. The request should identify the visual, publication location, concern and supporting information.

Luminera may temporarily remove or restrict a visual while reviewing the matter. Depending on the facts, Luminera may correct the label or caption, add attribution, replace or remove the visual, update internal source records, contact the supplier or rights holder, or preserve records required for a dispute or legal obligation.

Email	info@lumineraafrica.com
Telephone / WhatsApp	078 909 7747
Website	https://lumineraafrica.com
Location	Based in South Africa

15. Reliance, liability and rights preserved

A user should not rely on visual material alone when selecting a product, approving manufacture, planning installation or assessing project performance. Appropriate written specifications, samples, professional advice and project-specific confirmation should be obtained where relevant.

To the maximum extent permitted by law, Luminera is not responsible for loss arising solely from treating a clearly labelled concept, supplier reference or general demonstration as a completed project, guaranteed specification or exact representation of a future outcome.

Nothing in this Disclaimer excludes, limits or waives a right, remedy, duty or liability that cannot lawfully be excluded, including applicable protections against false, misleading or deceptive

representations and applicable intellectual-property or privacy rights. If a provision is invalid or unenforceable, the remaining provisions continue to apply to the extent permitted.

16. Website implementation wording

The following copy-ready wording may be used during v0.11 Launch Hardening. These short notices do not replace this full Disclaimer, the Product and Specification Disclaimer or project-specific documents.

Concept label	Illustrative concept rendering - not a completed Luminera installation.
Supplier image label	Supplier reference image.
Supplier video label	Supplier reference media.
General gallery note	Visuals may include illustrative concepts, supplier references and product demonstrations. Each visual should be read with its specific label. Appearance and specifications require project-specific written confirmation.
Case-study rule	Do not publish a visual as a Luminera project or case study until the project facts, Luminera scope and publication permission have been verified and approved.
Image complaint link	To report an image-rights, attribution or accuracy concern, contact info@lumineraafrica.com .

17. Approval and version control

This Disclaimer is issued on behalf of Luminera (Pty) Ltd after approval by the founders. It should be reviewed at least annually and whenever Luminera changes image sources, suppliers, visual-generation practices, public claims, website features, publication permissions or applicable requirements.

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Version	1.0 - English
Date compiled	29 July 2026
Founder approval	Approved by Michael Bester and Damian Nel on 30 July 2026
Website implementation	Approved for v0.11 Launch Hardening
Next review	At least annually or after a material change

Legal framework note

This document is practical operational guidance for Luminera and should be reviewed with South African legal advice where necessary. It is designed to support fair and accurate marketing, respect third-party rights and preserve rights that cannot lawfully be excluded.