



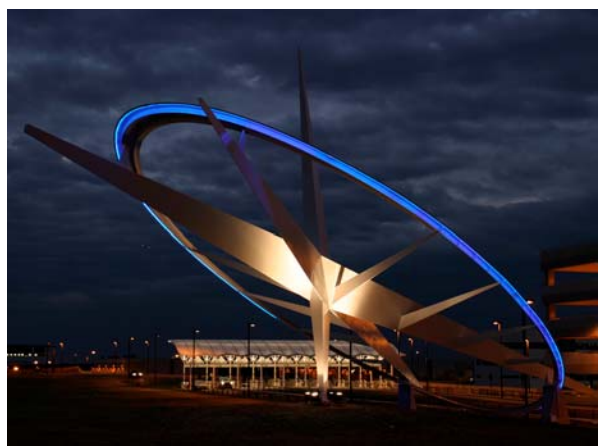
VERSATILE APPLICATIONS

Trying to figure out how iLight's new award-winning Plexineon® can be applied?

Plexineon is not only an alternative for glass neon, but also fiber optics.

Plexineon as Outdoor Accent Lighting

The designers wanted to edge light the steel **ICON to Powered Flight** at the **Raleigh Durham Airport**, but wanted a product that was bright, could be outdoors, and did not have high maintenance problems.

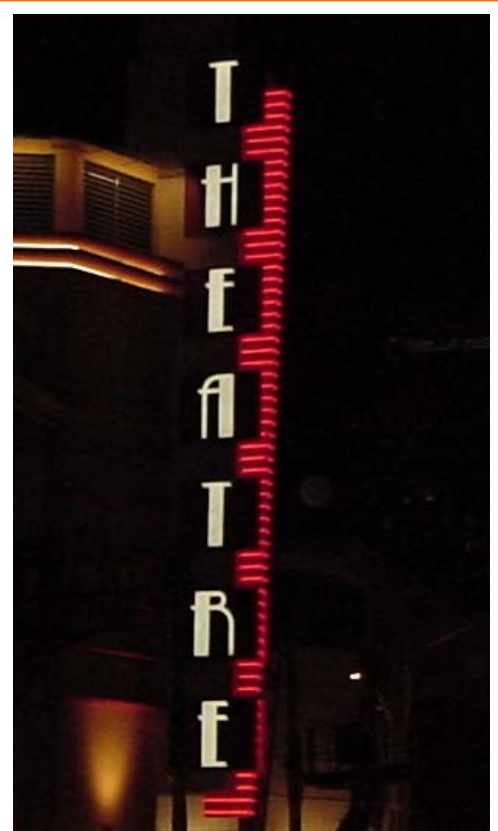


Designers: Available Light and Urban Instruments
Photographer: Michael Zirkle Photography
Architectural Representative: Omni Light of Boston, MA

Fiber optics was ruled out because it was not bright enough and had issues with power location. iLight's Plexineon fit the bill in functionality, performance, aesthetics, and maintenance, making it the lighting choice to artfully highlight this modern icon.

Plexineon as Exterior Sign Lighting

From lights above the box office to famous theater marquees, quite a bit of glass neon is used to capture the attention of movie goers. This **Cinemark Theater** was impressed by the durability, brightness, energy savings and lower maintenance of red Plexineon, giving it two enthusiastic thumbs up.



Now this great marquee stays brightly lit and Cinemark can spend more time selecting the best movies rather than fixing broken neon.



THE TRADE SHOW CIRCUIT FOR 2004

iLight is planning to be at some of the biggest, best national shows this year:

The first show up is **ShoWest**, the official convention of the National Association of Theatre Owners, on **March 22-25** in Las Vegas.

Then off to Las Vegas again on **March 31 to April 2** for **Lightfair 2004** where iLight will be officially launching **WHITE**. (Contact info@ilight-tech.com or your local iLight rep for complimentary passes.)

LIGHTFAIR
INTERNATIONAL

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After a 2 week break, we'll be at the **ISA** (International Sign Association) Annual Show in Orlando, FL on April 14-17.

Then off to the **Omni Light Expo** in Boston, MA from October 6-7.

We had so much product interest in 2003, iLight will be back at **LDI 2004** in Las Vegas from October 22-24.

The Entertainment Technology Show



And last but not least, iLight will be at the **ELS Expo in New York** on November 17-18.

iLight may attend several regional shows not on this list.

REP NETWORK GROWS

Welcome to the newest additions to our manufacturers rep network:

C.M. Buck & Associates, Inc. – Indiana
King Lighting Inc. – Western Ohio
Spectrum Lighting, Inc. – Columbus, OH