

# The iLight News



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## Plexineon Highlights

### Ceilings Get Snazzy with Plexineon

In design, ceilings can make the difference between a plain or interesting visual impression of a room. The designers from Gensler in Northern Virginia thought so too. Gensler had previously used blue Plexineon on another project and liked the effect.



Photo of Cox Communication Building with blue Plexineon

The designers thought that blue Plexineon would be a perfect accent for this tray ceiling at the service center at Cox Communications in Springfield, VA.

**Designer:** Gensler

**Representative:** New Design Light of MD

## New Daytime Product

### New Daytime Plexineon

Lighting has always had to battle with sunlight in the daytime. And the sun usually wins causing most lighting to appear washed out or unlit.

Imagine a product that has managed to not fight sunlight, but instead has harnessed its power. And that new product is **Daytime Plexineon**. Although Daytime Plexineon is not lit during the day, it appears to be. A special absorption/emission process absorbs sunlight while allowing the LED light to pass through. And even better yet, this special recipe is actually additive, making the Daytime Plexineon appear brighter when it is lit in the evening.



Daytime Plexineon will be available in red, amber, and green colors only for introduction. It is considered to be a specialty product so longer lead times may apply. More information will be available shortly on this exciting new product line.

## The iLight News cont.



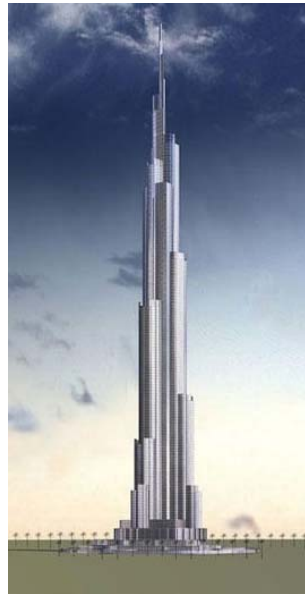
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### Middle East Coverage

#### iLight Signs with Kanaan Group

iLight signed an exclusive distributor agreement with The Kanaan Group based out of the United Arab Emirates for the Middle East and all of Africa.

According to iLight's Director of Specialty Distributors, Rick Stuckey, "Some of the most dramatic buildings in the world are being constructed in the Middle East. The Dubai Burj, for example, will be 2300 feet high and the architects are planning on using 4 kilometers of Plexineon."



Plexineon is also specified for the Dubai World Trade Center Residences which will use about 26,000 feet of white Plexineon.

### New Hire at iLight

iLight welcomes Eric Lorberfeld as VP of Signage. Eric will be starting up a new division devoted to P-O-P (point of purchase) advertising and high volume signage.

Eric brings a 20 year history of working with neon signage. He has started and operated several sign companies, set up international joint ventures, and forged partnerships with Chinese production facilities. He has worked on P-O-P and sign branding programs for larger national accounts such as Anheuser Busch, Miller, Heineken, Beck's, Philip Morris, and Coca-Cola.

### iLight Rep Additions

Please welcome the following reps to iLight's network:

- Designlight of Western TN
- Design Lighting Solutions of Alberta Canada
- DMA Lighting of ID
- Kirker Kubala of OH (Dayton and Cincinnati)
- Lighting Partnership of AL
- Milligan & Associates of Western WA
- Quantum Lighting Group of UT