



Plexineon: Hospitality Lighting Applications

Casino Morongo in California

Liveliness, excitement and grandeur are a few words describing any casino's atmosphere. Casino Morongo uses Plexineon alongside other lighting products to bring that atmosphere outdoors. 4500°K White Plexineon outlines the roof of the hotel and casino and illuminates the curved features underneath the entrances. The exterior lighting coupled with the architecture makes the surrounding grounds an extension of the bustling casino.

Designer: Visual Terrain

Photo credit: Tom Paiva



Warner Mycal Cinemas in Japan also uses field-bent blue Plexineon to direct movie-goers through the entrance of their theaters. Located in a retail environment, the cinema needed something to help set it apart from the surrounding shops and restaurants. The distinguishable blue glow attracts customers and the playful pattern adds to the animated theme of the box office.

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The iLight News



Sept./Oct.
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Plexineon is the “Professional’s Choice” in *Building + Design Magazine*

iLight’s Plexineon products were named the “Professional’s Choice” in the September 2006 edition of *Building Design + Construction Magazine*. The “Professional’s Choice” article features products frequently used by readers as a means to share industry insights and exceptional products. In the article, Emlyn G. Altman, Director, Lighting Design and Visualization at ForrestPerkins in Washington D.C., specifies iLight Plexineon luminaries and is quoted as saying:



[The] series is hardy, energy efficient and flexible, both literally and figuratively. Its small profile—only a half-inch wide and 1½ inches long—fits well in tight situations, such as shallow coves or millwork details. [We’ve] used warm white Plexineon for applications in decorative niches and task lighting, and colored Plexineon in skylights and to light underneath bar countertops.

Specific Plexineon projects highlighted in the article include the “Powered Flight” sculpture in Raleigh-Durham Airport in North Carolina, the Maxine Mesinger MS Clinic in Texas, and the Diplomat Room at the Washington Plaza Hotel in Washington D.C. The installations cited range from field-bent accents on



outdoor sculptures to factory-bent cove lighting to underglow beneath counter edges. The versatility of the product, along with even glow and dimmable features, were just a few reasons Altman specifies Plexineon products.



News & Product Updates

BRAND IMAGE OVERHAUL

In an effort to establish cohesiveness between product lines and customer perception, iLight has been working diligently to further establish its image in the lighting industry. iLight Technologies has always been a leader in LED lighting, and the image renewal is simply to reaffirm what the customer already knows: Plexineon products go beyond basic lighting needs to create a mood, atmosphere or experience like no other. Steps are being taken to assist you in communicating the iLight image. New specifier binders are being printed and an updated Web site and catalog are scheduled for completion in early Q1. Future newsletters and emails will keep you updated on new resources as they become available.



Updated Specifier Binder

SMALL REP KIT PRODUCT LAUNCH

The new, light-weight iLight Small Rep Kit is now available for ordering. Like our original rep kit, the Small Rep Kit displays an entire range of vibrant Plexineon colors, including our Daytime series (red, amber and green), magenta, blue and the three temperatures of our White 1X series. The Small Rep Kit is easy to transport and comes in its own canvas carrying case, making it ideal for traveling and sales calls. Weighing only 4 $\frac{1}{2}$ pounds, this powerful sales tool is literally now in the palm of your hands.



New Small Rep Kit
13" x 4 $\frac{1}{2}$ " x 1 $\frac{3}{4}$ "

COMING SOON: THE MUCH ANTICIPATED WHITE 2X & RGB PRODUCT LINES

The newest additions to the Plexineon family, the White 2X and RGB series, are scheduled for the following release dates. Please look for further product announcements in upcoming editions of this newsletter.

- **Plexineon White 2X Series:** End of Q4 2006
- **Plexineon RGB Series:** End of Q1 2007

To read press releases, please visit www.ilight-tech.com/news.htm.

The iLight News cont.



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New Employee News: Director of Product Development

Please join us in welcoming the newest addition to the iLight team: Thomas Kopera, Director of Product Development. Tom has joined us from WMS Gaming and comes with over 20 years of project management and product development experience. Tom's main responsibilities include overseeing current and developing technologies and OEM projects. Tom's proven track record, coupled with his hands-on approach, will help accelerate iLight's growth.



Trade Show Schedule

Upcoming 2006 Trade Shows:

- **LDI 2006: October 16-22 in Las Vegas, NV**
- **ELS Expo V: November 15-16 in New York, NY**



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