

The iLight News

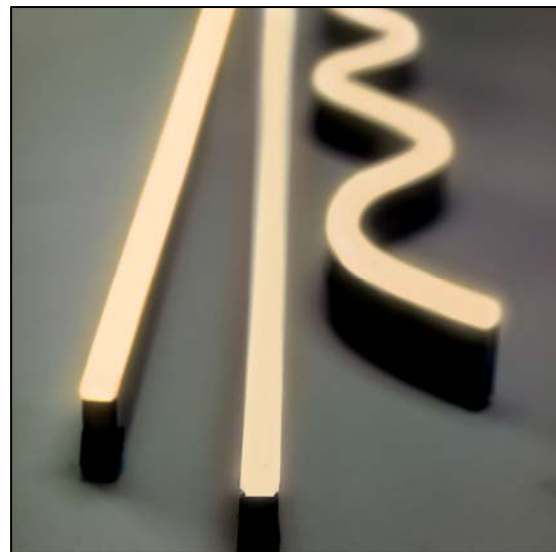


Jan./Feb.
2007

iLight's New Plexineon White 2X 2800°K to Launch

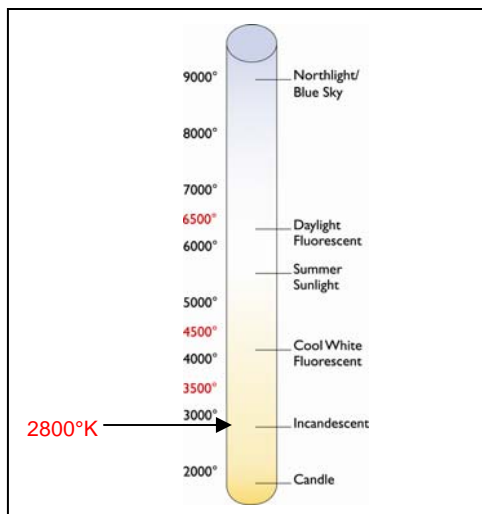
iLight Technologies is excited to introduce the newest addition to its Plexineon White 2X product line: 2800°K. This revolutionary linear LED lighting system creates an inviting, warm white glow equivalent to incandescent light. Unlike other white pinpoint lighting sources or other LED lighting products, our new 2800°K offers designers an even glow throughout the entire length of the product.

Rivaling the Kelvin temperature associated with incandescent light, the energy efficient Plexineon 2800°K emits a smooth, white light perfect for cove, recess, and even direct view applications. As with all Plexineon products, White 2X 2800°K comes in a variety of lengths up to eight feet and can be made into custom lengths and bends.



The saturation of warm white light, coupled with all the benefits of our standard Plexineon products, makes White 2X 2800°K a perfect choice for architectural, hospitality and retail settings.

Plexineon White 2800°K will be available at the end of Q1 2007. All supporting materials and specifications will be available shortly. For product related questions, please contact your Regional Sales Manager.



Launch Update:

- Plexineon White 2X Series (3500°K, 4500°K, 6500°K): end of Q1, 2007
- Plexineon RGB Series: end of Q2, 2007

iLight Technologies: Ranked #84 on the Inc. 500 magazine's list of the fastest growing companies in the U.S.

Inc.
Inc. The Handbook of the
American Entrepreneur



Retail Lighting Applications

Shelf Lighting

Plexineon is known for its myriad of applications: architectural trim, cove lighting, and signage among others. Our unique products make nontraditional and creative lighting options possible. Take for example the retail applications used in the photograph of New York Pizza to the right. Blue Plexineon was applied to the back of each shelf, drawing attention to featured products and creating a fun, modern atmosphere.



Shelf lighting using a single piece of blue Plexineon per shelf

Retail Displays

Not only can Plexineon be used as direct lighting in a retail environment, it can also be used for backlighting product displays. The soft blue glow of this Phillips display draws subtle attention to showcased products without overpowering them. The designers originally used fluorescent bulbs with colored film to achieve a blue hue. But since the maintenance costs associated with fluorescents were too high, Plexineon was substituted due to its low maintenance costs and long lifetimes.



Phillips backlit display Partner with partner Czarnowski



Small Rep Kit - Now Available at Discount

Our new small rep kits have been a huge success. Designers and reps enjoy the compact construction and lightweight, portable design. 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 in the palm of your hands.



Small Rep Kit

While supplies last, get your iLight Small Rep Kit for only \$250.00.

2007 Trade Show Schedule

Show	Location	Dates
IESNA – NY	New York City, NY	January 17
IESNA – AZ	Phoenix, AZ	January 28-30
IESLA – LA	Santa Monica, CA	February 22
GlobalShop	Las Vegas, NV	March 7-9
ShoWest	Las Vegas, NV	March 12-15
ISA-International Sign Expo	Las Vegas, NV	April 11-14
Lightfair International	New York, NY	May 8-10
LDI 2007	Orlando, FL	November 12-18





iLight Welcomes New Regional Sales Manager

iLight is excited to welcome Rick Gottlieb as a new Regional Sales Manager. Rick's main responsibility at iLight is to work with the Eastern and Southern manufacturers' representatives and specifiers.

Rick comes to iLight with a wealth of technical experience, spending many years in the lighting industry as the former Vice President of Lucifer Lighting Company and Regional Manager at Lutron Electronics. Rick's background, training and extensive experience will prove to be a great resource as we continue to strengthen and support our rep and specifier relations.



Photo Search

Would you like to see your Plexineon installations and rep agency featured in the *iLight News*? Please send us your most striking photographs to be featured in this newsletter. Be sure to include the name and location of the installation, the colors of Plexineon used and your Rep, architect and photo credit contact information. We would love to see you in the next issue!

Send all information to the attention of Natalie Hanley at nhaney@ilight-tech.com.

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