



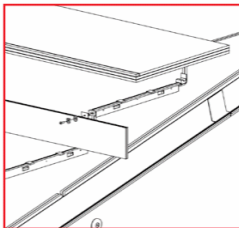
Case Study: TKTS Booth in Times Square

One of the world's most dynamic stages sits at the heart of New York - Times Square. The spectacular TKTS Booth at Times Square which is lit with Plexineon LED technology, is the realization of an ambitious design that is worthy of this great fusion of theater, history, and commerce.

The multimillion dollar redevelopment of this award-winning design features a luminescent amphitheater with a dramatic floating red staircase. The TKTS booth uses over 2,800 linear feet of red Plexineon LED lighting fixtures to make the steps, and therefore the stadium, come to life through a dramatic radiance of red lighting. This project shows lighting designers, architects and engineers the performance, durability, and ease of use that iLight's LED lighting systems offer.

"iLight's products provide designers with creative lighting tools that enhance the impact of a project," says iLight's President & CEO, Sean Callahan. "The TKTS booth illustrates how powerful lighting effects can transform an already striking seating structure into an exciting destination location." iLight's products use LEDs as their light source which offer reduced energy and maintenance costs and longer lifetimes than conventional lighting.

The structure has 27 red steps that rest on an assembly made entirely out of glass and rise over a fiberglass shell housed underneath the steps, and was designed by world-class architects, Perkins Eastman of New York. iLight's versatile lighting system was able to provide the exact lengths needed for this stunning application.



GLOWING GLASS STEPS

The triple laminated heat-strengthened glass treads were fabricated in Austria and are illuminated by red LED lights housed below the treads. The treads are staggered and span several stringers thus providing lateral bracing for the structure. The red glass risers are removable for service access to the lights. The steps terminate in a large cantilevered canopy that protects the ticket buyers.

<http://timessquarenyc.org/facts/images/Page10Diagramv2.gif>

Site: New York, NY
Location: Exterior application
Color: Plexineon Red
Product use: Indirect view
Length: 2,800 LF

For more information please visit the Times Square Alliance site at <http://timessquarenyc.org/facts/newduffy.html>

Designers: Perkins Eastman Architects, Dewhurst Macfarlane and Partners, Choi Ropiha, Schaefer Lewis Engineers, Fischer Marantz Stone
Other: D. Haller, Inc. Construction Management

The iLight News Cont.

2008



Hypnotica – Advanced Color Changing Technology

Hypnotica is one of the first Remote Device Management (RDM) enabled fixtures on the market, allowing designers advanced features that are simply unavailable in other RGB fixtures:

- Hue, Saturation and Value (HSV) color control
- Color correction offset
- True 16-bit resolution capability
- Self identification of fixture
- Internal thermal management system

[Click here to review Hypnotica's tech specs.](#)

[Click here to see the new Hypnotica video.](#)



iLight Shines at LDI 2008

iLight Technologies was an active participant in this year's entertainment technology show, [LDI](#), held in Las Vegas. iLight's new Hypnotica Color Changing Series was featured throughout the show.

iLight started the show as one of the presenters at the "New Technology Breakfast" held for over 500 designers and integrators. Hypnotica was also featured at [ESTA's](#) RDM interoperability booth where attendees were able to use RDM enabled controllers to access the many features of Hypnotica. Additionally, Pathway Connectivity, iLight's design partner, showed off Hypnotica in their booth.



iLight Participates in ELS Expo 2008 in New York City

November 19th and 20th, iLight will be showing off its products and application shots at the Metropolitan pavilion. iLight's New York representative, Enterprise Lighting Sales (ELS), is holding its annual expo in the heart of NYC.

If you are a designer in NYC or going to be in the area, please contact ELS at <http://www.enternyc.com/> or at 212.343.9300 to find out more about this exciting event.