



iLight Technologies

TKTS project,
New York

AWARD: PLATINUM

CATEGORY: MOST IMPACTFUL USE OF SSL

One of the world's most dynamic stages sits at the heart of New York: Times Square. The spectacular TKTS Booth is the realization of an ambitious design that is worthy of this fusion of theater, history and commerce.

Designed by Barry Citrin of Fisher Morantz Stone, the dramatic stairs, part of a luminescent amphitheater, give spectators a place to sit down and take in all the scenery. The

stairs, which back the reduced theater tickets sales booths, are illuminated with iLight's Plexineon LED technology. The structure, designed by architects Perkins Eastman, has 27 red steps that rest on an assembly made entirely out of glass and rise over a fiberglass shell housed underneath the steps. Each step is backlit using two custom length fixtures of the company's Plexineon along with a reflector pan to spread the light. The installation uses over 2,800 lin. ft. of Plexineon in all.

The Color Series in red offers reduced energy and maintenance costs and longer lifetimes than conventional lighting. In this application, it highlights the performance,

durability, and ease of use that LED lighting systems offer, particularly how powerful lighting can transform an already-striking structure into an exciting destination.

Testimonial: According to Perkins Eastman's Nick Leahy, the iLight product was chosen for its durability and ease of installation. "It is manufactured for wet locations, a necessity, since the reflector pans act as gutters as well."

Judge's comments: "The installation is dramatic, which is not an easy feat in Times Square... "The reasons they used LEDs were very well thought out."



iLight Technologies to be honored at Lightfair for “Most Impactful Use of SSL”

(Chicago, May 11, 2011) – iLight Technologies has been selected to receive a Product Innovation Award (PIA) from *Architectural SSL* magazine for use of its Plexineon LED technology in the ambitious redevelopment of the TKTS Booth in Times Square.

The Platinum designation means top honors in the 1st Annual PIA competition, which singled out iLight in the Project Application category for “Most Impactful Use of SSL.”

The 2011 PIAs will be presented during Lightfair International in Philadelphia on Tuesday, May 17, at 1:30 p.m., in Room 300.

“We’re honored to win a Product Innovation Award,” says Sean Callahan, iLight President & CEO. “The TKTS Booth highlights the performance, durability and ease of use of our LED systems, while illustrating how powerful lighting effects can transform a structure into an exciting destination location.”

Designed by lighting consultant Fisher Marantz Stone and architects Perkins Eastman, the multimillion dollar TKTS Booth redevelopment features a staircase with 27 glass steps that are backlit with 2,800 linear feet of red Plexineon LED lighting fixtures. To see a photo, go to <http://www.ilight-tech.com/gallery.htm>.

Comprised of lighting experts, designers, writers and principals from across the industry, the PIA judging panel noted: “The installation is dramatic, which is not an easy feat in Times Square.”

The radiant red staircase is already an icon, recently serving as a backdrop for the Grammy Award-winning “Empire State of Mind” music video, starring Jay-Z and Alicia Keys.

The *Architectural SSL* Product Innovation Awards (PIA) honor the best LED/solid-state luminaires and fixtures on the market. *Architectural SSL* is published by Construction Business Media in Chicago. For more information, visit <http://www.architecturalsl.com>.

About iLight Technologies

iLight Technologies, Inc. is a pioneer and leader in innovative LED illumination solutions that transform, excite and energize corporate identities and architectural environments worldwide. iLight’s award-winning products blend the benefits of LEDs with patented application systems. The result is high brightness with a smooth even glow, plus exceptional reliability, durability and design flexibility along with inherent energy-efficiency and minimal maintenance requirements.

iLight (www.ilight-tech.com) was founded in 2000 and is headquartered in Chicago.

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