

**FOR IMMEDIATE RELEASE**

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**ILIGHT TECHNOLOGIES LAUNCHES  
NEXT GENERATION OF WHITE LIGHT**

**CHICAGO** – March 31, 2004 – Finally, there's a white that's all right.

iLight Technologies introduces an entirely new way to deliver white light using light emitting diodes (LEDs) without the historic weaknesses that have plagued LED-based white light. No more heat and short lifetime issues using white LEDs. No more challenges with complex RGB technology. With iLight's patent-pending light conversion system and high intensity blue LEDs, white light has been taken an entirely new direction with three white Kelvin temperatures and a five-year life.

Now designers have the choice of white light they have always wanted from an LED lighting system – from a golden warm 3500°K, 4500°K to a crisp, cool 6500°K white. iLight President Mark Cleaver says, "It's a great alternative choice to what is currently on the market such as fiber optics, glass neon, cold cathode, or even fluorescent."

The Plexineon<sup>®</sup> White Series is a breakthrough accent lighting system that has all the functional and performance benefits of the existing Plexineon product line, including durability, low energy use, weather resistance, and versatility. The physics of producing a white light with current white LEDs have made it the weakest link in LED lighting: unstable, uneven in tone, heat issues, and frustratingly short life. With the Plexineon White Series, these problems are solved.

The sophisticated White Plexineon Series can be used for elegant interior lighting such as to create a warm glow in coved architecture or in more visible exterior or interior accents on new buildings. It comes in straight lengths, can be factory bent into curves, factory bent in concave or convex radii, and can be gently cold bent in the field into waves or arcs. Because it runs cool to the touch, White Plexineon can be placed next to almost any material without worry about heat or breakage.

The White Plexineon Series is part of the Plexineon family of products such as the award-winning vibrant Color Product Series with six bright and fun colors: blue, teal, green, amber, orange and red.

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#### **About iLight Technologies**

iLight Technologies Inc. ([www.ilight-tech.com](http://www.ilight-tech.com)) is a creative engineering and lighting technology company. iLight designs, manufactures and sells next-generation light emitting diode (LED) linear lighting systems using the latest technologies. For more information, contact Elizabeth Randgaard at 847.328.7800 or [erandgaard@ilight-tech.com](mailto:erandgaard@ilight-tech.com).