

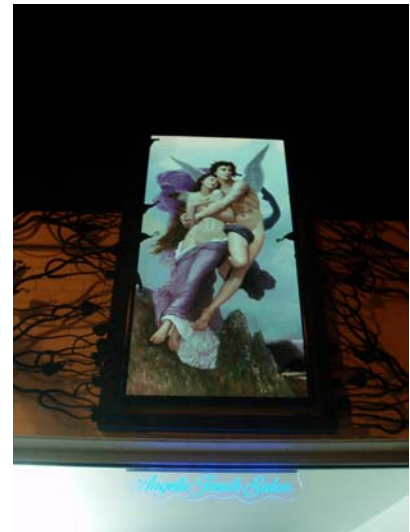


CeeLite Places Halo on Angelic Touch Salon

Signage Backlighting Application: The Abduction of Psyche

How do you create distinctive signage for your business to convey the right signature image and stand out from the surroundings? Kim Dang, owner of The Angelic Touch Salon, in Toronto, Ontario set out to create a visually appealing welcome for her customers and a unique look to set her salon apart from other nearby businesses.

Rather than using customary signage presenting the salon's name, Dang decided to spotlight a painting that would symbolize the daily art and transportative feel of the salon experience. The painting she chose, *The Abduction of Psyche*, portrayed a beautiful male angel with his arms entwined around an equally stunning mortal female, ready to whisk her away. The artwork was nestled amidst a striking array of custom metalwork, which featured trees and with winding branches on either side of the salon's façade.



Dang needed a discreet light source to bring her vision to life. Yet she was convinced that the artwork needed to appear like a painting without viewers thinking "light."

The challenges were clear. The painting signage was awkward to light from either the front or rear; a light box would be too heavy for the task, while lighting in front of the image would be distracting. Dang wanted a light source that was easy to install that could hide behind the painting.

There were other considerations. The lighting had to be waterproof and sturdy enough to withstand changing weather conditions and require little or no maintenance. Most importantly, the lighting could not harm or damage the painted artwork signage.



For Dang, CeeLite™ panels provided the right technology to light her storefront painting signage. Each panel is composed of CeeLite Light Emitting Capacitor (LEC) technology, which is comprised of three critical components: OSRAM SYLVANIA's higher quality light emitting phosphors for color and brightness; proprietary, programmable Flatline Inverters to control uniform levels of brightness and ambiance; and advanced "packaging materials" for lower heat generation which extends the life of the lighting.

The paper-thin dimensions of the CeeLite panels offered the perfect lightweight, energy efficient solution for The Angelic Touch Salon's unique painting signage. The ease of installation of the CeeLite 3' x 6'



panel with its programmable fade in and out inverter were important initial selling features. CeeLite also provides 99 percent uniform surface illumination with superior brightness. Because CeeLite's proprietary shielded three wire panels do not suffer from de-lamination, heat spots or bad connections, Dang was confident that the painting would be properly preserved.

CeeLite, in effect, added the finishing light touch to The Angelic Touch Salon's distinctive storefront artwork. Not only is the sign attracting new customers and attention from passersby, it also is a creative piece of art which adds character to the building's facade.

"In a sea of box lights and awning backlit signs, this stands out uniquely," said Dang. "After installing the CeeLite lighting, the salon gained increased notice and more inquires. The lighting was effective for night use and not too dim in the daylight. I am very happy with the way my signage turned out. People stop by all the time to ask me about my incredible storefront signage."

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