



Week of January 2, 2007



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H&M's NYC Flagship Store Features Interactive Illuminated Window Display

CeeLite has collaborated with BluOcean Media to produce and install larger than life interactive media displays for H&M, an international clothing retailer known for its inexpensive and trendy clothing.

Instead of employing traditional mannequin window displays at its flagship store in New York City at 51st Street and Fifth Avenue, H&M conducted its first ever interactive illuminated window display declaring pop icon Madonna as its new celebrity spokesperson.

BluOcean Media's large format graphics illuminated by CeeLite's Light Emitting Capacitor (LEC) panels, were suspended from the ceilings of floor-to-ceiling windows in the H&M store to produce a fully interactive fashion show, which lit up the City street below. The project utilized 72 3' x 5' CeeLite LEC panels to illuminate five two-story high images of Madonna. The massive display included eight 12' x 12' and two 12' x 24' windows on the second and third floors of the H&M building. A fade-in and fade-out sequence ultimately creates a 14-second illuminated fashion show.

Plans are underway to launch these illuminated displays at other H&M locations around the globe. H&M's NYC Flagship store plans to use different graphics in November for the holiday window display.

For more information, visit (Web site) www.ceelite.com ; BluOcean Media is located at 345 Hudson Street, New York, NY 10014; (Tel) 917-669-1441.



John Sanfilippo Displays Fisher Fusions