



## It's A Wrap: Racing Legend Dale Earnhardt Memorialized in CeeLite Sports/Special Event Signage Application



Dale Earnhardt's image in CeeLite

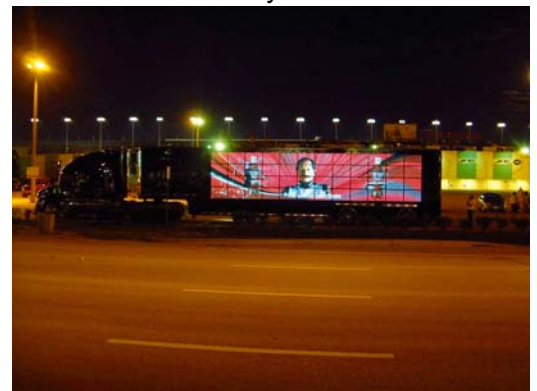
In 2004, Coca Cola wanted to pay tribute to NASCAR racing legend Dale Earnhardt while introducing its C2 product at the Daytona International Speedway, the site of Earnhardt's deadly crash. OPTIKA Scenicworks, hired to conceptualize the sign design and determine how to activate the graphics for 24-hour exposure of an operating and moving 18-wheel truck, turned to CeeLite™ as the lighting solution. The main obstacle? Time. CeeLite had a mere two weeks to execute, deliver and cover the truck.

CeeLite manufactured the flat, flexible lightbulbs, which use light emitting capacitor (LEC) technology. CeeLite panels are flat and much larger than conventional bulbs, stretching up to four feet wide and eight feet tall, and their construction allows them to light large areas evenly. The CeeLite panels wrapped the Earnhardt mural over both sides of the 40-foot trailer.

The tribute display entailed a total of 84 two by three foot CeeLite panels, and an equal number of lenticular, flip panels produced by Big3D Worldwide of Fresno, CA. A metal framework safely secured the lenticular graphics and CeeLite panels, even at freeway speeds.

CeeLite's LEC technology consists of three important parts: SYLVANIA's higher quality light emitting phosphors for color and brightness; advanced, proprietary, programmable Flatline Inverters to control levels of brightness and lifetime; and advanced packaging "materiels" for lower heat generation which extends the life of the lighting. The result is flat, flexible and bright, longer-life lighting that is also energy-efficient.

Thousands of fans saw the illuminated trailer in action at the track located in Daytona Beach, FLA, one of racing's most popular venues.



CeeLite LEC-based panels attached to an 18-wheel truck parked next to a 12-lane highway where motorists stopped to photograph the display

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