



CeeLite Shines at Star-Studded Event Special Events/Entertainment Case Study



In taking over the management as title sponsor of the Grand Prix of Denver in 2005, CENTRIX Financial had a vision. The capital management and financial services firm wanted to turn the annual late summer community fundraiser into one of the city's premier "must go" summer events. In addition to driving attendance to the event and raising financial support for the economic growth and opportunity in the community, the title sponsor was looking for a stylish yet easy way to

acknowledge participating sponsors in TV coverage of the event.

"Some of Denver's most caring companies wanted to give back to the community," said Amy Levine of CENTRIX Financial, "but they were eager to see their logos appear during the broadcast coverage of the various events. We also were under a very tight timeframe to make this happen."

CENTRIX Financial turned to CeeLite™, maker of the flat flexible lightbulb, to produce fifteen 3' x 4' portrait panels and twelve 8.5" x 11" portrait panels to be used at three different events leading up to the conclusion of the Grand Prix of Denver.

Unlike other signage backlighting, CeeLite is the world's first company to manufacture and market commercially-viable Light Emitting Capacitor (LEC) technology, which makes it possible to create and apply lighting in applications as never before imagined. No more than 3/8" thick, CeeLite-illuminated displays look less like signs and more like framed photographs. CeeLite's panels can also be cut to fit non-standard sized frames. So, frames do not need to be modified in any manner, and the installation can occur in a short period of time.

The first of three events, the Celebrity Bowling, Billiards and Texas Hold'Em Charity event was held at Lucky Strike Lanes. A total of twelve 8.5" x 11" panels were attached to the ceiling at the center of the bowling lanes, demonstrating CeeLite's nearly weightless easy installation and versatility in overcoming the challenge of creatively lighting dark spots. Grand Prix signs placed on the floor of the lounge were back lit by four 3' x 4' CeeLite panels. The effect offered an attractive and luminous method of display.

When, in the words of attending famous



announcer, Michael Buffer, it was time to rumble at the Golden Boy Promotions Friday Night Fights presented by the Coors sponsor, CENTRIX positioned a total of eight sturdy 3' x 4' CeeLite panels on the floor at both entrances to the ring of the Pepsi Center.



Using CeeLite's Flatline inverters to program the illuminated Tequila Patron sponsored logos to fade in succession throughout the event, the floor appeared to radiate and showcase Tequila Patron in a creative, visually appealing way for spectators. The positioning of the panels around the ring also offered greater visual impact than the ring by itself, as TV viewers witnessed on ESPN 2 during the fight.

CeeLite's Flatline Inverters contain embedded microprocessors that enable a variety of programming capabilities, such as fading, flashing and dimming motion and/or photo sensors with external sensing jacks, and dimming, fading and flashing standard features.

These advanced, programmable inverters also provide controls that deliver 99 percent uniform surface illumination with higher brightness. They constantly monitor the output of the CeeLite

panels and provide the power necessary to maintain the brightness level selected by the user.

At the third event, three 3' x 4' CeeLite panels were used at the Grand Prix's exclusive party for all the racers and corporate sponsors. The 1,000 attendees observed the panels at the strategically placed entrance, bar and showcase car areas. The unique panels helped to draw more attention to the sponsors' logos as opposed to conventional signage.

CENTRIX Financial credited CeeLite's innovative signage solution in bringing a new visual impact and excitement to the event, in making it appealing to visitors and TV viewers and ultimately, to the overwhelming success of the Grand Prix of Denver. The event saw a record number of attendees: 148,511 as compared to 2004's attendance of 112,000, a 30 percent increase despite Saturday's poor weather conditions.

Race winner Sebastien Bourdais even acknowledged the lighting when others overheard him say, "I think CENTRIX Financial did an awesome job to promote this event. It is one of the best Champ Car venues right now."

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