



It's All Blue Skies for EDS Byron Nelson Golf Tournament Hospitality/Sports Entertainment Application Case Study



With a desire for originality, EDS did the seemingly impossible at its hospitality tent. They brought the blue sky indoors at the 16th hole of the annual EDS Byron Nelson Golf Tournament.

EDS requested a non-traditional 450-square foot hospitality tent at their prestigious PGA golf tournament that would be eye-catching and draw in favored clients and guests. Many typical hospitality tents use a

dark stained plywood environment with a traditional interior theme. Through the use of CeeLite™ light emitting capacitor (LEC) technology, Freeman Exhibits Production Fabrication Manager David Sawyer and MICE Dallas Creative Director Randy Bennett created a stunning, contemporary illuminated skylight that matched EDS's innovative brand image.

The design team set out to create a hospitality environment where guests could eat, drink and mingle during and after the tournament. Evoking the wide-open blue skies of a spring day in Texas, every inch of the interior height was maximized and used to dramatic effect by Bennett's creative team. The design called for 38 CeeLite 3' x 4' indoor paper-thin bendable panels and accompanying inverters.

CeeLite needed no extra installation time, space or structure to accommodate this effect – the light weight, impact-resistant, flexible film panels can be die-cut or perforated to fit unusual spaces and, at the EDS Byron Nelson Golf Tournament, to curve easily around the skylight framework.



These LEC panels also offered the dramatic, contemporary feel EDS requested.

CeeLite LEC panels – flat flexible lightbulbs – are unlike conventional back lighting. The LEC technology is comprised of three critical components: OSRAM SYLVANIA's higher quality light emitting phosphors for color and brightness; advanced, proprietary, programmable Flatline Inverters to control levels of brightness and ambiance; and advanced “packaging materials” for lower heat generation which extends the life of the lighting. These products enable customization, flexibility and quality. CeeLite makes it possible to easily and quickly illuminate the unexpected, to apply lighting as never before imagined. In addition, CeeLite panels consume minimal quantities of electricity relative to incandescent, neon and fluorescent lighting.



EDS has set a new bar for excellence in event hospitality environments. “Admission to the EDS 16th hole Hospitality Tent has always been a hot ticket. But this year there was buzz throughout the day about this new space, said Frank Accettulli, EDS. “Not only did it help create excitement throughout the day, it really helped position EDS as an innovative thinking company even on the Golf Course,” he added. Many others commented that the illuminated skylight created a new benchmark in event hospitality environments.

For more information please contact: Kathy Brannigan
at 845.223.1950 or kathy@greystonepartners.net.