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by Rachel Globus

If You Use It, They Will Come

Technology That Gets Their Attention

Light Unconventionally

If you're looking for lighting you can poke, prod, dance the hustle on and even shoot a hole through without affecting its performance, you're probably looking for CeeLite. Even if you weren't looking for a bullet-proof light, there's a good chance that you'll discover a use for this technology.

Say, for example, you're driving a tractor trailer from Sarasota, Fla. to Daytona. You could just load all your gear in the back and drive off. But that would be wasting a priceless marketing opportunity, and if you're Coca-Cola sponsoring Dale Earnhardt Jr. in the Pepsi 400, you can't pass it up. The solution? A 500-square-foot billboard illuminated with CeeLite on the side of the trailer.

Based on light-emitting capacitor (LEC) technology, CeeLite panels are flexible, lightweight, paper-thin lighting sources that can be applied to all manner of unconventional surfaces. "What we've been doing with LEC technology is basically placing lighting in places that they haven't been before, so in flooring, in walls, around columns, in ceilings

[and] backlighting signage," says Marketing Director Gabrielle Santulli. "It's been in all different applications where designers typically were not able to place lighting or maybe they had a difficult time placing lighting there."

Earnhardt's tractor trailer used 84 2-foot by 3-foot panels that could survive highway speeds and provided flawless surface illumination within a grid format.

The panels can also be used as flooring, and the light can be turned on and off according to movement or the rhythm of music.

"It can be very interactive," says Santulli. "It's basically where your imagination wants to take it."



CeeLite panels on Dale Earnhardt Jr.'s tractor trailer light up the night at the Pepsi 400.