



Lighting At Your Fingertips FireFly Computer Keyboard Alight in CeeLite Electronics Back Lighting Case Study

An independent study conducted by IDC for home users and corporate notebook purchasers confirmed what many already know: 63 percent of home desktop keyboard users work in poorly-lit conditions and 38 percent of these users claim they use a computer keyboard in a darkened bedroom while someone else is sleeping.

FireFly, the industry expert in backlighting computer keyboards, has introduced the FireFly™ Borealis™ keyboard into the marketplace. The Firefly backlighting produces maximum, consistent brightness that helps reduce typing errors and eye strain while providing a great typing experience in any lighting condition.

FireFly chose CeeLite™ light emitting capacitor (LEC) technology as the lighting source for its first Firefly Borealis keyboard into the marketplace, because CeeLite could deliver FireFly's specification of superior application-specific high brightness and uniform surface illumination. CeeLite LEC panels uniquely illuminate the keypad letters rather than the entire surface as often seen in similar LED (light emitting diode) and EL (electroluminescent) illuminated keyboards.

The FireFly Borealis also incorporates CeeLite's low-profile inverter, which is activated by the mere touch of any key, and produces maximum and consistent brightness. Similar to the way a screensaver operates, the keyboard is designed to turn off the backlighting



function after five minutes of inactivity. Users may also choose to further conserve the illumination using the 'On/Off' switch conveniently located on the keyboard's top left corner.

According to John Walsh, CEO, FireFly International, Inc., "We are redefining the computer keyboard industry with the launch of the FireFly Borealis illuminated keyboard. Many years of research, tremendous responses from focus groups and independent market studies, have convinced us that FireFly's technology, using CeeLite's proprietary LEC technology, combined with FireFly's patent will become the industry standard for backlighting computer keyboards."

Launched in January 2006 exclusively through the SkyMall catalog, the ultra slim, full function, backlit FireFly Borealis completes the typing experience for the pc user. Reaction from users has been extremely positive. Some wondered "I didn't think they could do something like this," while others asked, "Why hasn't someone done this before?" Still others said, "the features of this keyboard can make your computer experience more comfortable and productive."

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