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A-list work by CeeLite



Photos submitted by CeeLite

Top, CeeLite LEC panels and BluOcean Media large format graphics create a massive 14-second interactive backlit media display covering 10 floor-to-ceiling windows for H&M's Madonna launch at the Fifth Avenue Manhattan location in New York City. CeeLite LEC panels illuminate the 18 feet by 24 feet Rock & Republic logo, below, on the catwalk in NYC's biggest production of Spring 2007 Fashion Week. The Red Hot Chili Peppers launched their new album LIVE on Saturday Night Live with the first-ever music-activated drum set illuminated by CeeLite LEC panels, below.

Photos submitted by CeeLite

Blue Bell firm's product named a Best Invention of 2006 by Time

By GARY PULEO
Times Herald Staff

WHITPAIN — Thanks to an award-winning upstart in Blue Bell, Madonna is shimmering and vibrating high above Rockefeller Center, and even jaded New Yorkers are taking notice.

What's nailing their attention may have less to do with the pop diva herself than with the revolutionary lighting technology that's showing off her trendy ads for clothing chain H&M.

All this radiance has been set aglow by new apparatus, a light emitting capacitor, recently named one of Time magazine's Best Inventions of 2006.

Four years in development, the LEC is the brainchild of CeeLite, headquartered in Blue Bell.

H&M and Time may be CeeLite's most visible boosters at the moment, but CEO Malcolm Hayward suggested that the rest of the world won't be kept in the dark about the LEC's brilliant potential much longer.

"H&M is the hottest fashion retailer in the world right now, probably where the Gap was 15 years ago, and illuminating the signage for their flagship store in Manhattan was a tremendous opportunity for us," Hayward noted.

(The chain recently opened a shop on the upper level at the King of Prussia Plaza.)

"What's kind of cool about the Madonna ad is that our inverters can talk to each other and we actually made the whole building look like it was pulsing," Hayward added. "Each window is a picture of Madonna wearing H&M clothes, with about 1,200 square feet of light."

Hayward likened the LEC to a "flat, flexible bulb," standardized to a size of three feet by six feet, which can be used virtually anywhere.

"With incandescent, fluorescent, halogen, LED lighting, they are all projected light, but ours is a surface light," he explained. "We believe we've created a whole new category of lighting, where we can make these light bulbs any shade or form that anyone wants. By introducing this technology we're at the very front end of the product cycle."

Currently, CeeLite products are being manufactured in Taiwan, but Hayward foresees building a plant in the area next year.

"It's funny, because the economics are allowing us to make it cheaper in the U.S. than overseas, which is kind of the reverse of everything else," he admitted.

CeeLite's smart little gizmo could ultimately alter the way people consider the lighting aspects

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when decorating their homes, Hayward said.

"I think LEC can be used in several applications," he noted. "We're currently talking to people that make kitchen cabinets, for ways of lighting doors, as well as lighting for inside refrigerators, countertops."

Hayward's personal dream, he allowed, is to create lighted wallpaper.

"If you can imagine a basement with maybe one wall that's lit, it would be like a wallpaper mural on that wall," he noted. "The ambience will be unbelievable."

Where some folks may favor monogrammed shirts and bath towels, a particularly affluent CeeLite client in Florida has taken self-promotion a step further by hiring the company to engrave his initials in a more unconventional venue.

"He has put in a glass spiral staircase and we're



lighting his initials under every step," Hayward explained.

LEC technology is a secondary lighting form at the moment, "with a vision to becoming a primary lighting form over the next few years," Hayward said.

"The applications that are rising to the surface are people like exhibit builders for trade shows and advertisers to back graphics and really put them anywhere they want to."

If the folks who put up street signs would catch on to the LEC craze, what a wonderful world it would be, Hayward mused.

"When you're driving around trying to read the names of streets in the dark, you can't read anything," he said. "If we could eventually light every single street, that would be something."

