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Ceelite Provides LEC Technology for Grammy Award-winning Hip-Hop Group

CeeLite's award-winning LEC technology took center stage at the Grammy pre-party - literally - with a sound-activated illuminated drum set and 6' x 15' backlit stage signage for **The Roots**, a Grammy award-winning Philadelphia-based hip-hop group. The band, famed for a heavily jazz-influenced



sound and live instrumentation, held its fourth annual "Pre-Grammys Jam Session" at The Key Club Saturday night attended by some of the hip-hop community's most influential artists and supporters such as **Anita Baker, India.Arie, Matisyahu, The Family, Fall Out Boy, Dave Chappelle**, and **Will.I.Am** of the **Black-Eyed Peas**.

"CeeLite is thrilled to be a part of this inspiring band's performance," **Gabrielle Santulli**, marketing director of CeeLite, said. "The Roots' Pre-Grammys Jam Session introduced the LEC-illuminated drums and signage that will be used on the tour. We can't think of a better place to make their debut than in front of some of the industry's heaviest hitters. We are so excited that LEC technology enables musicians a memorable way to express themselves on stage."

"The drums look great. I've never seen anything like them before," drummer **Ahmir "Questlove" Thompson** said. "You can put CeeLite anywhere; there are no limits to where you can put it. I'm just glad we were able to use this technology on tour before everyone else gets a hold of it," he added.

These unique light emitting capacitor (LEC) panels are mounted onto the exterior of each Yamaha drum. An "artic camouflage" translucent graphic covers each LEC panel creating a new trend in the music industry. CeeLite's **Flatline Inverters** power the LEC panels at 25 percent brightness throughout the duration of the set. When Questlove strikes the drums, the brightness increases to 100 percent and then decreases back down to 25 percent. Flash durations also range from 0.2 to 0.4 seconds in order for the illumination to be in sync with 1/16 and 1/32 drum rolls.

The 6' x 15' backlit signage is suspended behind Questlove and consists of five 3' x 6' LEC panels spelling out R-O-O-T-S with "The" above the "R." The Roots can illuminate the LEC panels to the beat of their music.


www.ceelite.com

(26 February 2007)

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