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THIS WEEK

JUNE 29-JULY 5
2007

Volume 26
Number 19

215-238-1450

philadelphia.bizjournals.com

\$2.25

PHILADELPHIA BUSINESS JOURNAL

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Good sports

Sports Group goes to bat for athletes in their public appearances.

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CeeLite sees Eastman deal as a segue into a variety of products



TECH

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CeeLite LLC recently inked a deal that should enable it to dramatically expand the applications for its light-emitting panels.

The Blue Bell, Pa., company signed an agreement with Eastman Chemical Co. of Kingsport, Tenn., to make the panels with an Eastman plastic called Spectar polyester and Eastman's special encapsula-

tion technology.

Doing that will enable the panels, which contain phosphors that emit light when an electrical current is passed through them, to stand up to weather. That will allow them to be used for outdoor applications, such as ads on the sides of buses and street signs.

Kentucky last month announced a pilot project to replace signs at 47 intersections in Fayette County with signs made using CeeLite's light-emitting capacitor technology for the International Equestrian Foundation's

World Equestrian Games in 2010.

CeeLite street signs also are being tested in Virginia and Cincinnati, said Michael Binder, the company's senior vice president for business development.

"We believe that this is the prototype of the next generation of street signs," Binder said.

Binder founded CeeLite in 2004 with its CEO, Malcolm Hayward. Its light-emitting panels were featured in Time magazine's Best Inventions 2006 issue and have been used on drum kits and television studio sets and in window-

display ads.

Being able to put the panels, which can be made as thin as credit cards, outside is a huge boost for the company.

Binder said CeeLite is "very close" to getting some sort of funding to help it expand and move its factory from Hsinchu, Taiwan, to the United States, probably in the Philadelphia area.

He expects the company will become profitable this quarter.

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