

## Racing to the edge

DAYTONA BEACH, FLA. OSRAM SYLVANIA played a key role in a new lighting technology unveiled at the Daytona International Speedway.

One of the most famous faces in auto racing made a larger-than-life appearance at the Daytona International Speedway in July 2004. The late Dale Earnhardt was honored in a lighted tribute on the side of an 18-wheel trailer at NASCAR's Pepsi 400 race. The tribute featured cutting-edge lighting technology made possible by OSRAM SYLVANIA.

The track at Daytona Beach, Fla., is one of racing's most popular venues, and thousands of fans saw the lighted trailer in action. The image of Earnhardt, who died in a crash at Daytona in 2001, was lighted by electroluminescent phosphor, a manmade powder that gives off light when electricity is passed through it. At

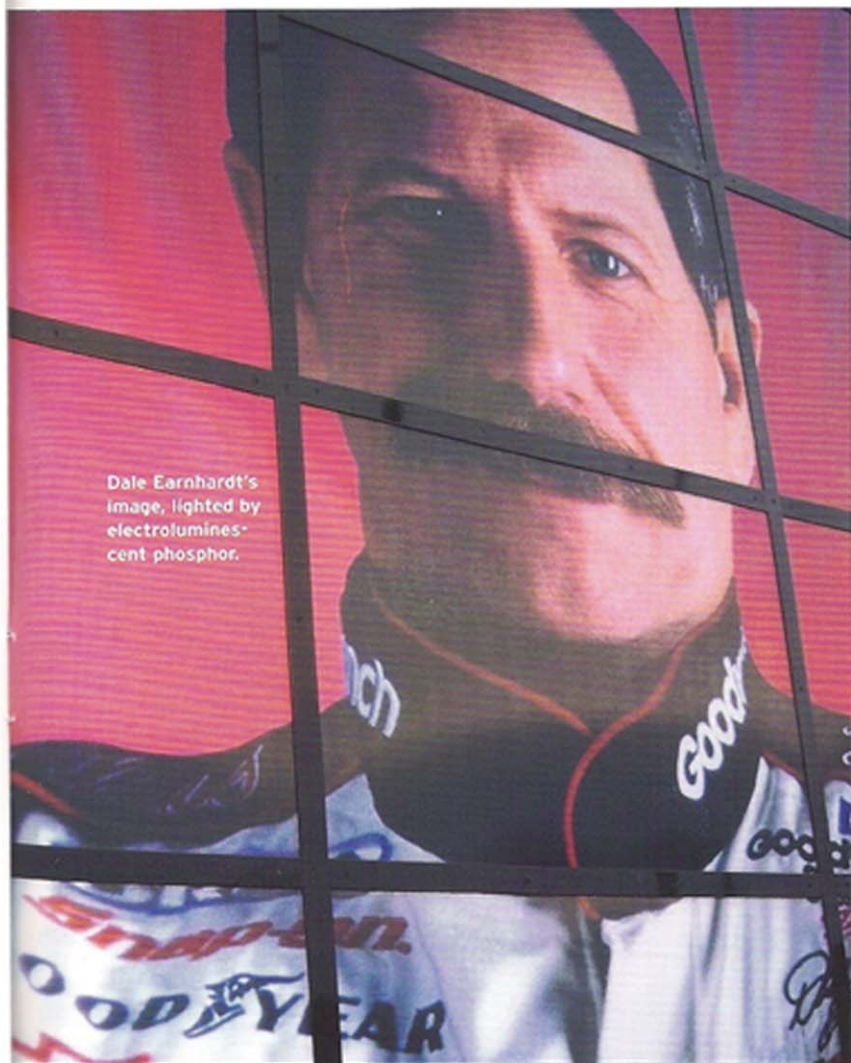


Daytona, the picture of Earnhardt was lighted by placing it atop a series of flat white phosphor lamps on the side of the trailer.

### IT'S A WRAP

OSRAM SYLVANIA provided the phosphor to CeeLite, the company that created the lamps. Diane Seymour, business development manager in Towanda, Pa., where the phosphors are made, said people will be seeing more of the new technology. For example, the flexibility of the CeeLite™ lamps allows them to be wrapped around columns at stadiums, to backlight advertisements. They're also super-thin, less than a hundredth of an inch thick. They can be used to illuminate images on dance floors, from high-school proms to bar mitzvahs, by placing a light directly beneath the image. CeeLite lamps with SYLVANIA phosphors also can backlight displays at trade shows or provide soft lighting for building interiors.

The phosphor lamps are flat and much larger than conventional bulbs, stretching up to 4 feet wide and 6 feet tall. Their construction means they can light large areas evenly. Seymour compared the new technology to a revolution in lighting, with SYLVANIA phosphors as the driving force. "I've talked with advertisers, architects, and designers who are intrigued by this large, flat, flexible lamp. It expands their ideas on where and how to use light," she said. At the Pepsi 400 race in July, the Dale Earnhardt tribute was sponsored by Coca Cola, whose logo was featured on the lighted display.



Dale Earnhardt's image, lighted by electroluminescent phosphor.