



## CeeLite Lights the Way for Luxury Home Hunters Real Estate Signage Case Study



The competition for creative and innovative signage in the real estate business is extremely demanding. A case in point; Beauvallon Corporation in downtown Denver needed elegant signage to sell and lease its 214 luxury condominiums, 60,000 square feet of retail space with 600 parking spots. The company's real estate agent, Re/Max needed to develop signage for the main floor of the buildings.

Re/Max turned to RMD signs for elegant signage that would portray the modern standard of living that the Beauvallon had to offer. The displays needed to hang from the window mullions on either side of the main entrance and showcase photos of the model units.



To break away from traditional fluorescent light boxes, RMD decided to use CeeLite's™ cutting-edge light emitting capacitor (LEC) technology which makes it possible to create and apply lighting as never before imagined. No more than 3/8" thick, the displays look less like signs and more like framed photographs. CeeLite's flat, flexible lightbulbs are so thin that the frame did not need to be modified in any way. Four 2' X 3' free-hanging displays in Rose Display frames are hung from window mullions using cables that are barely visible in the Beauvallon main lobby.

"The installation of the CeeLite product is a great attraction for both walkers and people driving by our sales center," said Rike Palese of Re/Max Classic New Homes Sales. "This allows us to sell 24 hours a day and presents a very clean image for our building."



LEC-based lighting is the result of enormous research and development efforts that uniquely combines: OSRAM SYLVANIA's higher quality phosphors, CeeLite's smart, programmable Flatline Inverters and multiple packaging options to provide the best illumination compared to similar lighting technologies.

For more information please contact: Kathy Brannigan  
845.223.1950 [kathy@greystonepartners.net](mailto:kathy@greystonepartners.net)