

Britten, Inc. Introduces World's First Illuminated Banners Using CeeLite LEC Technology

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Britten, Inc. Press Release

BannerBright is shedding a whole new light on the world of banners. Britten, Inc., a leading provider of large-scale, full-color banner solutions, is introducing the first internally illuminated banner solution using Britten's patented systems, BannerBright. Using the platform Light Emitting Capacitor (LEC) technology from CeeLite, Inc., Britten is the certified manufacturer of these backlit/illuminated banner systems for indoor and outdoor applications. Britten intends to utilize CeeLite LEC panels to illuminate banners of all types, including street pole banners, ceiling displays, stadium and arena ceilings, airport displays and concert backdrops. The product was previewed last week at the National MainStreets Conference in Philadelphia.

"We envision this product changing the way our customers think of banners," said Paul Britten, president and CEO, Britten. "They'll be able to bring their messages to life and get their brand essence across in a very unique and compelling way."

BannerBright illustrates a market changing development that is only possible with the platform LEC technology. Until now, banners could be illuminated only by using indirect lighting. LEC technology is conceptually different from existing lighting sources and represents a separate category of products from anything currently available in the lighting industry. LEC panels are thin (approximately one millimeter thick), flexible and lightweight light sources that may be used on flat or curved surfaces to illuminate the surface itself and, in conjunction with graphics or films, to provide illuminated advertising, signs and architectural surfaces. CeeLite's LEC panels may be manufactured in a variety of custom shapes and sizes up to 18 square feet.

When combined with other Britten technologies such as BannerSaver wind-spilling brackets or BannerDrop Display technologies, BannerBright has the potential to create entire new categories and uses for banners. The LEC panels will allow Britten to activate/illuminate banners remotely to create "trick" lighting that can fade in and out, flash, remain steady, and even adjust brightness as the evening turns from day to dusk to night. The possibilities are endless.

"I believe this product will change the banner market overnight," said Michael Binder, EVP Business Development, CeeLite, "And of course they'll continue to get the professional-looking, attention-grabbing results they expect from Britten."

BannerBright will be commercially available in the summer of 2008.

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